

TECHNOLOGY DEPARTMENT

PUBLIC LIBRARY
MAR 20 1949

Leading Business and Technical Journal  in the Printing and Allied Industries

The Inland Printer

1949 • MARCH • 194

SUN	MON	TUE	WED	THU	FRI	SAT
•	•	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

Supplement
LINOTYPE
SPECIMEN
BOOK

Have you received
your copy?

The new complete 212-page supplement to the "big red book" of Linotype faces is being distributed. It contains many new Linotype faces and type sizes produced since the "big red book" was first published. Together, these two books contain thousands of contemporary and traditional faces that are available to

SUPPLEMENT OF LINOTYPE FACES

printers, publishers, typographers, designers and layout men.

If your company has not received a copy of the supplement, write on your business letterhead to the nearest Linotype sales office or ask your Linotype Representative.

NOTE: If you need a pad of Order Blanks, write direct to:

LINOTYPE

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn 5, N. Y.

Set in members of the Linotype Janson, Eybar and Spartan Families

Garamond
S

Ludlow

for distinction in typography

The originality of design and development of Ludlow typefaces have made a significant and constant contribution to better typography. The typefaces here shown are among those which are increasingly popular among good printers, typographers and advertising men everywhere. All are of distinctive design, and most of them exclusively Ludlow.

Of unquestioned value are the graceful Ludlow italics and scripts which add color and distinction to the printed page, and since these as well as all Ludlow typefaces are cast in sturdy sluglines, the typographer specifies and uses them without hesitancy.

The versatility of Ludlow typefaces adds brilliance and attention value to well-planned typography, and makes it most effective. Ask for specimen showings of the particular typeface that may interest you . . . there is no obligation.

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue

Chicago 14, Illinois

UMBRA

BODONI
—

Coronet...

TEMPO
■

Caslon
S

Radiant
|||
|||

Eden

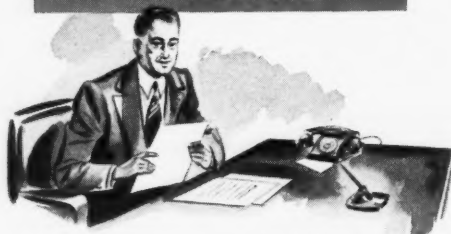
KARNAK
—

Hauser

WESTON

Papers for Business Records

BOND PAPERS



Extra No. 1
100% New Rag

Weston's
OLD HAMPSHIRE BOND

100% New Rag

DEFIANCE BOND
TITAN BOND

75% New Rag

HOLMESDALE BOND
ANGLO SAXON BOND

50% New Rag

WINCHESTER BOND
LENOX BOND

25% New Rag

BLACKSTONE BOND
BLACKSTONE OPAQUE
MERIT BOND

LEDGERS



Extra No. 1
100% New White
Cotton and Linen Rags

BYRON WESTON CO.
LINEN RECORD

100% New Rag

DEFIANCE LEDGER
VULCAN LINEN LEDGER

75% New Rag

WAVERLY LEDGER
CENTENNIAL LEDGER
DEPENDENCE LEDGER

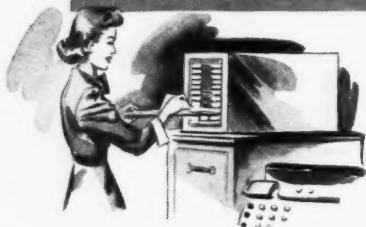
50% New Rag

WINCHESTER LEDGER
LENOX LEDGER

25% New Rag

BLACKSTONE LEDGER
COURT LINEN LEDGER

INDEX BRISTOLS



100% New Rag

DEFIANCE INDEX
VULCAN INDEX

50% New Rag

WINCHESTER INDEX
WESTON'S MACHINE
POSTING INDEX
LENOX INDEX

25% New Rag

TYPACOUNT INDEX
MERIT INDEX

MACHINE ACCOUNTING



50% New Rag

WESTON'S
MACHINE POSTING LEDGER

25% New Rag

TYPACOUNT POSTING

SPECIALTIES

100% New Rag
WESTON'S
DIPLOMA PARCHMENT
VULCAN DIPLOMA

50% New Rag
FINGERPRINT INDEX
WINCHESTER
DUPLICATOR BOND

New Rag Content
WESTON'S
OPAQUE SCRIPT

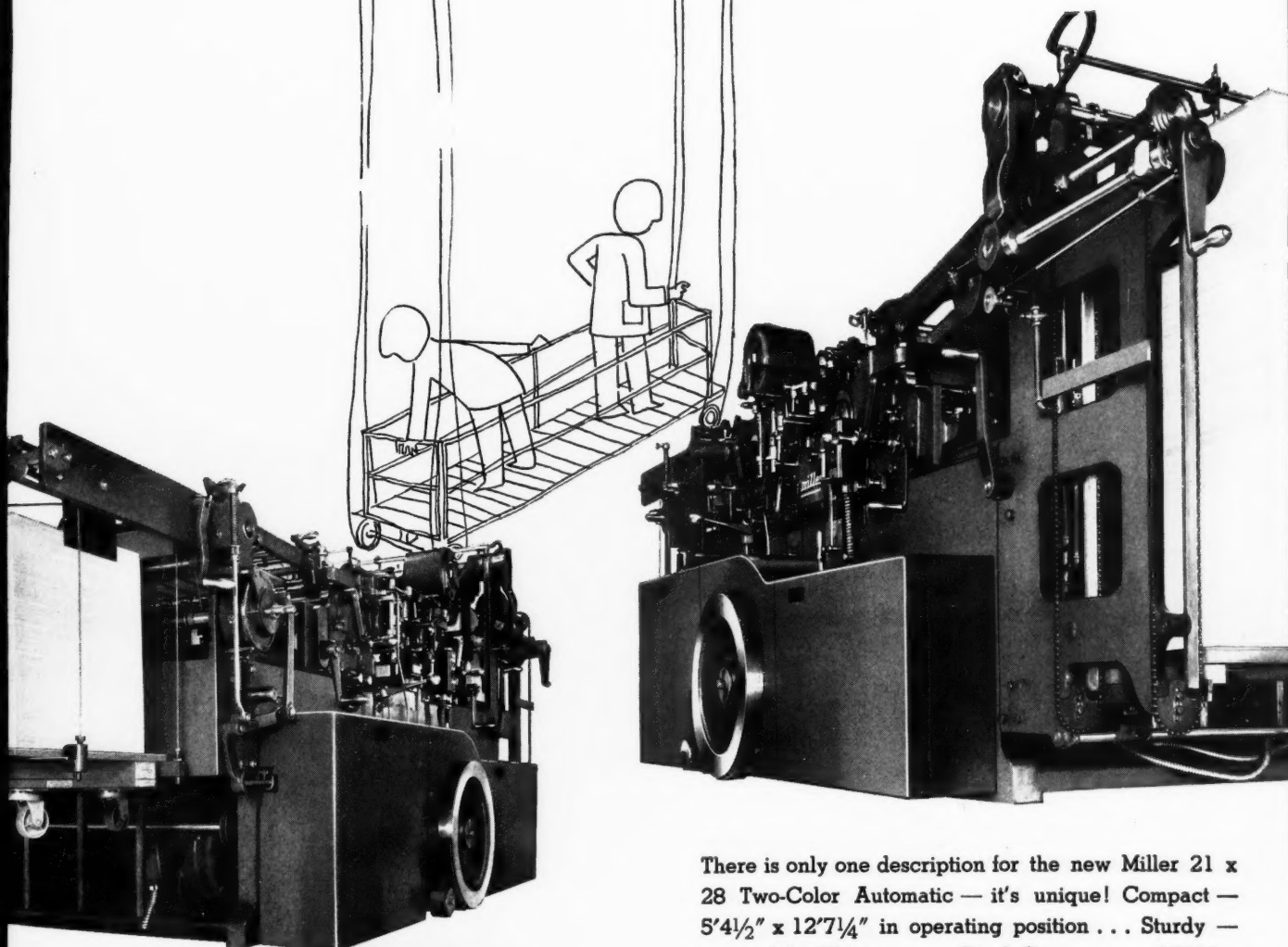
25% New Rag
COATED LEDGER
BYWESCO MANUSCRIPT COVER
SUPERIOR MANUSCRIPT COVER



BYRON WESTON COMPANY • DALTON, MASSACHUSETTS

Makers of a Complete Line of New Rag Papers

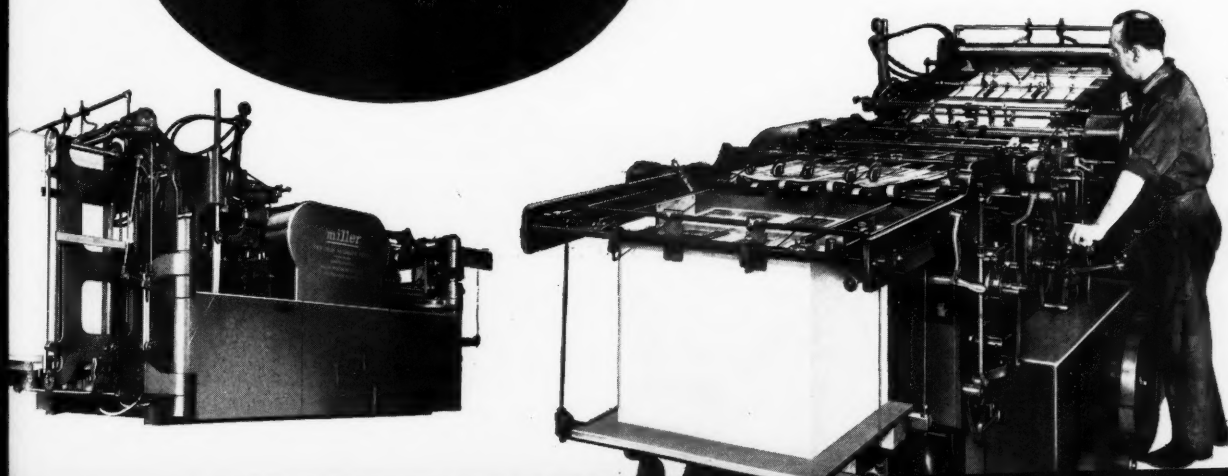
Published monthly by Maclean-Hunter Publishing Corporation, 309 West Jackson Boulevard, Chicago 6, Illinois; Subscription, \$4.00 a year in advance; single copies, 40 cents. (Send Canadian funds—\$4.50 a year; single copies, 45 cents—to The Inland Printer, Terminal A. P. O. Box 100, Toronto.) Foreign \$10.00 a year; three years, \$20.00. Entered as second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Additional second-class entry at Lafayette, Indiana, under date of April 30, 1948. Copyrighted, 1949, Maclean-Hunter Publishing Corporation.



There is only one description for the new Miller 21 x 28 Two-Color Automatic — it's unique! Compact — 5'4½" x 12'7¼" in operating position . . . Sturdy — net weight 7¾ tons . . . Good Coverage — 19¼" x 26" form locked in chase . . . Fast — 2,000 to 4,000 two-color impressions per hour . . . Simple — both in operation and in design. Now in full production.

miller

MILLER PRINTING MACHINERY CO.
Pittsburgh, Pennsylvania





Style KA Style KP CHALLENGE® PROOF PRESSES

Specially adapted for the photo engraver, these new Challenge Proof Presses will do a quality job on the regular run of work in any shop, including register proofs. They are particularly valuable on rush jobs when production presses are all tied up.

Operating on the Challenge "Cylinder Press" principle of proofing, the reciprocating bed rides smoothly on anti-friction rollers to provide accurate, unyielding impressions. Sheets are fed to cylinder grippers and a micrometer side guide. Grippers are controlled by a foot pedal and can be opened at any position of the cylinder. A foot trip prevents offset on the cylinder packing during the return stroke of the press. The feed board slides back to give full access to the cylinder packing. Precision construction throughout, including stand with convenient shelves and compartments.

The Style KP has an automatic power inker with 1/6 h.p. motor to turn the inking unit before the sheet is fed, thus providing even ink distribution at all times. On the Style KA, plates are also inked automatically but the distribution is done by a hand crank at necessary intervals. Inkers on both machines have two 3" form rollers, 2 3/4" steel vibrator, 2 1/4" composition and 1" steel rollers.

Both the KP and KA are furnished with standard type-high bed for proofing mounted plates or with a removable galley plate to permit proofing forms or plates either in the galley or on the bed. Both Styles are made in two sizes: No. 1528, takes a maximum form 14 1/2 x 23 1/2 inches, and No. 2028, takes a maximum form 19 1/2 x 23 1/2 inches. Get full data now!

THE CHALLENGE MACHINERY COMPANY

Main Office and Factories:
GRAND HAVEN, MICHIGAN



"Over 50 Years in Service of the
Graphic Arts"

DEALERS IN ALL PRINCIPAL CITIES

All-Steel Bodies Have Replaced Wooden Frames and Canvas Tops

This photograph and caption, picturing an important development in the production of better motor cars at lower cost, appeared in "100 Million Motor Vehicles" . . . an absorbing brochure of the Automobile Manufacturers Association.

Appropriately, Consolidated Coated Paper was selected for the brochure's printing. For, in the paper industry, it was Consolidated's development of a "streamlined" method of manufacture which achieved coated papers of superior quality that could be sold in the price range of uncoated stocks.



Photograph courtesy of
The STUDEBAKER Corporation

Consolidated Coated^{*} *Papers* { PRODUCTION GLOSS MODERN GLOSS



^{*} Reg. U. S. Pat. Off.

Consolidated Coated Papers meet, or exceed, every test by which fine coated papers are judged. Little wonder that they are being specified with increasing frequency for quality magazines and brochures when fine printing is a "must."

You can rely on Consolidated Coated when you require a paper with unusual printing quali-

ties and a smooth, uniform surface capable of reproducing the most difficult subjects clearly and strikingly.

Manufactured in weights down to 45 pounds, Consolidated Coated Papers meet all the requirements for an extremely wide range of printing, both in full color and monotone.

CONSOLIDATED WATER POWER & PAPER COMPANY

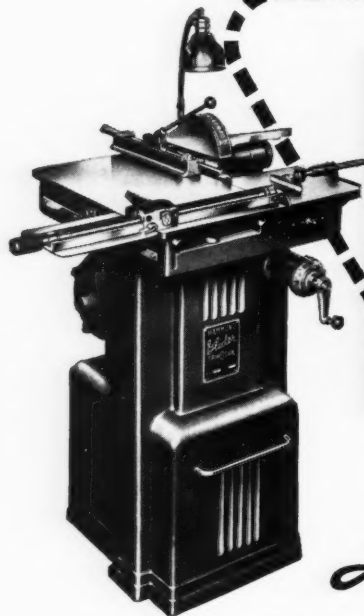
MAIN OFFICES
WISCONSIN RAPIDS, WISCONSIN

Five Modern Mills

SALES OFFICES
125 SO. LA SALLE ST., CHICAGO 3

HAMMOND MERCURY TRIMOSAW
"The saw with the ball bearing gauge"

HAMMOND GLIDER TRIMOSAW
"The saw with the ball bearing table"



you get
performance
PLUS



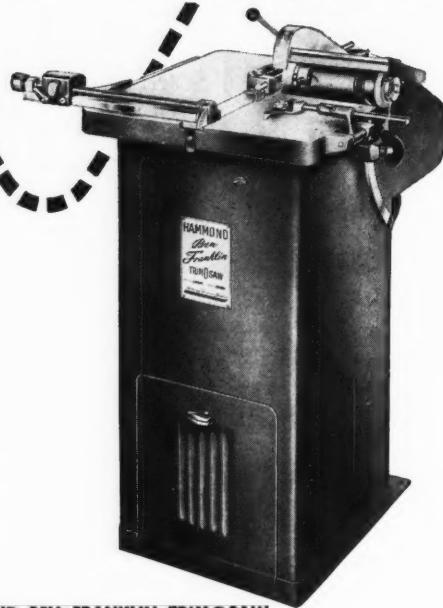
with a

Hammond **TRIMOSAW**

It's the *plus* value you get with any Hammond Trimosaw . . . the greater speed, smoothness and precision . . . that accounts for the nationwide preference for Hammond Trimosaws both in newspaper and commercial plants.

Three models to fit your needs and your pocket-book. All three are of Hammond quality construction in every detail. All three are available, for your convenience, through any one of the nationwide branches of Western Newspaper Union and Associated Companies.

For helpful, intelligent assistance in selecting equipment best suited to your requirements, write, wire or phone our nearest office. You'll find we feature and recommend only machinery, equipment and supplies of recognized quality and established reputation. If you prefer, direct your inquiry to Printing Machinery Division, Western Newspaper Union, Omaha 1, Nebraska.



HAMMOND BEN FRANKLIN TRIMOSAW
"Finest quality saw in the low price field"

• For complete service in Printing Machinery, Equipment and Supplies



Printing Machinery Division
WESTERN NEWSPAPER UNION
AND ASSOCIATED COMPANIES:

HARRY W. BRINTNALL CO., San Francisco, Los Angeles, Seattle
E. C. PALMER & CO. LTD., New Orleans, Dallas, Houston, Miami, Tampa

NOW!
THE ALL-NEW



..dayco OFFSET ROLLER

Press Proved—The Best Lithographic Roller Ever Made. Proved on offset presses in selected plants under regular operating conditions. The reports are enthusiastic. The lithographers tell us these new improved Dayco Offset Rollers are the best they've ever used.

These new rollers are possible only because of new discoveries in compounds made by Dayton's famed research technicians and chemists. Their new development now gives you rollers with better ink distribution. These new

Dayco Offset Rollers pick up and deposit just the right amount of ink for perfect impressions . . . keep their same diameter, same tack under all conditions with **EVERY KIND OF INK.** They're easy to wash. Will not swell. Will not chip, pit or crack. Will not absorb moisture or oils. Form, distributor and ductor rollers have just the right softness needed to give super performance for millions of impressions. Order yours today. Write! *The Dayton Rubber Co., Dayco Roller Division, Dayton 1, Ohio.*

by **Dayton Rubber**

Pioneers of Improvements for Better Printing with lithographic, letterpress & newspaper Rollers; Color Separators and Fountain Dividers.

Please Mention THE INLAND PRINTER When Writing To Advertisers



Surface Firmness

HILLCREST Offset has a firm surface that will not pick or lift.

This characteristic begets clear, clean, even reproduction.

A test run in your own plant will prove the superiority of Hillcrest Offset. Write to the mill for samples.

HILLCREST OFFSET

Preferred for its Performance

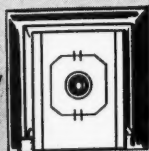


Fitchburg Paper Company

FOUNDED IN 1861

MILLS AND MAIN OFFICE: FITCHBURG, MASS. N. Y. OFFICE: 250 PARK AVE., N. Y. 17 • 11 SO. LA SALLE ST., CHICAGO

As you grow



... will your Camera keep pace?



See the

NEW

flexible

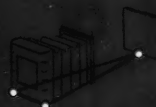
SUSSIN

PRECISION CAMERA

*Engineered with
an eye to your future*

Now, at last, even a small shop can purchase a fine darkroom camera . . . a camera that has clean-cut simplicity for the maximum operating convenience . . . and is still a cameraman's camera, capable of the very finest process precision.

This camera protects your long-term investment by being truly modern . . . and by being flexible enough to keep pace with changes in the type of work you will handle. It's a camera with an eye to your future.

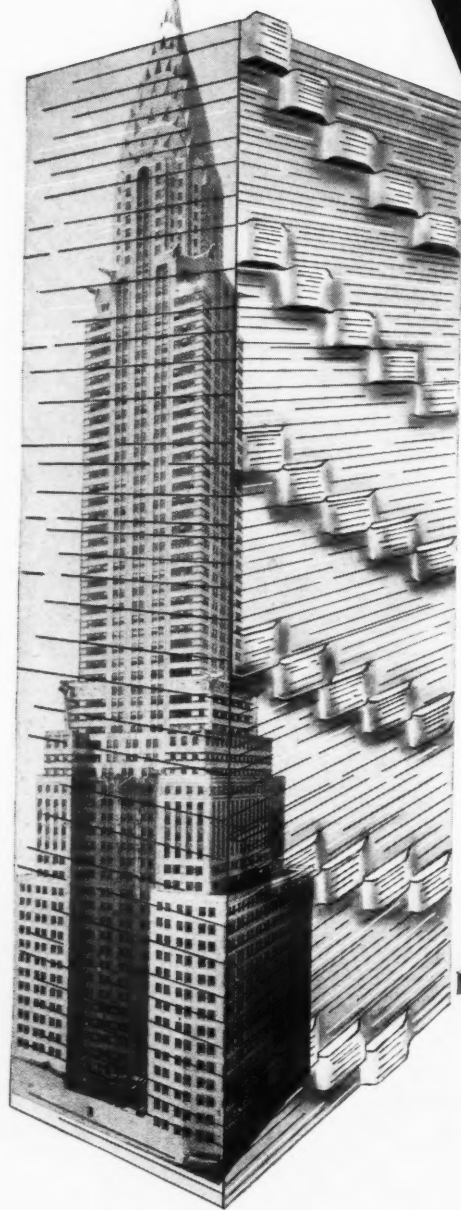


NOTE TO CAMERAMEN—In particular, you will want to see the revolutionary Three-Point Suspension which eliminates torque troubles!

distributed exclusively by

HARRIS-SEYBOLD

The Sussin Precision Camera is now on display in Harris-Seybold display rooms in New York, Chicago and Cleveland



NOVEMBER

One DAY'S WORK
for a
NATIONAL HYDRAULIC

... cutting tabs on a stack of file folders nearly as high as the Chrysler Tower.

That's the actual output of a NEW NATIONAL 36 HYDRAULIC cutter working at the rate of 120,000 folders per hour.

Tab cutting is a "plus feature" available only with National Cutters — all of which are equipped to do VERTICAL as well as SHEAR cutting.

National Hydraulics make every cutting operation easier — because they are FULLY HYDRAULIC. Both the automatic clamp and the knife itself are powered by hydraulic action.



Watch for the 57" Hydraulic Coming Soon.

NATIONAL *Cutter Division*

FRANK M. HILL MACHINE CO. Worcester, Massachusetts

READ THIS...and let experience be your guide

New England Blue Print Paper Co.

Springfield, 3



Massachusetts

February 1, 1949

Electric Boat Company
Groton, Connecticut

Gentlemen:

For twelve years prior to 1948 our offset printing department was entirely equipped with printing presses manufactured by one of your competitors. These machines gave us very good service and were satisfactory and economical to operate, so when, in 1947, we decided to expand our press capacity we gave a great amount of careful consideration to what this manufacturer had to offer before deciding to install one of your EBCO 22 x 34 offset presses.

The EBCO was installed early in 1948 and was operated alongside our previous machines, so that we had an excellent opportunity to compare the two makes doing the same type of work under the same conditions.

The performance of the EBCO was such that, before the end of 1948, we ordered our second machine from you. It is now in full production and giving as good service as the first one. Both machines have proved up to our expectations and your promises.

We wish to take this opportunity to thank you also for the extra service you gave us in recently installing on our first EBCO several improvements that you had made in design since it was purchased by us.

We are very pleased with our experience in actual production with our EBCO presses, and can highly recommend them to anyone considering the purchase of an offset press of this type and size.

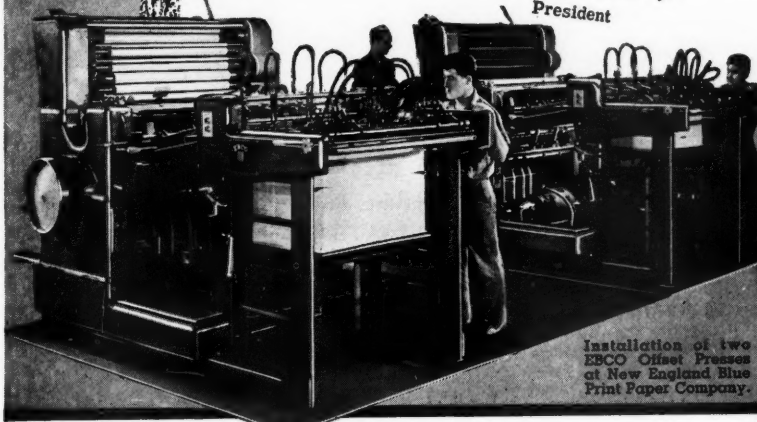
Wishing you the success you deserve because, while your original design for the EBCO was excellent, you have demonstrated that you are constantly striving to make it even better.

Yours very truly,

NEW ENGLAND BLUE PRINT PAPER CO.

H. O. Popham

H. O. Popham
President



Installation of two
EBCO Offset Presses
at New England Blue
Print Paper Company.

For complete details write for illustrated brochure to Department C-3
PRINTING MACHINERY DIVISION • ELECTRIC BOAT COMPANY
445 PARK AVE., NEW YORK 22, N. Y. • 400 WEST MADISON ST., CHICAGO 6, ILL.
RUSS BUILDING, SAN FRANCISCO, CALIFORNIA

EBCO
OFFSET PRESS

*Registers with
Lithographers Everywhere*

PYRAMID bindery · inc January 7, 1949 636 ELEVENTH AVENUE, NEW YORK

E. P. Lawson Co., Inc.
426 West 33rd Street
New York 1, N. Y.

Attention: Mr. D. W. Schulkind, President
Dear Mr. Schulkind:

It is much easier for me to write this letter than it was for Mr. Reiss, of your sales organization, to sell me a new Lawson 52" Hydraulic Clamp Cutter. It was only through the complete selling job that Mr. Reiss did and the confidence we had that you people would back up the machine that prompted me to place the order.

Mr. Schulkind, I have now had your Lawson Cutter in my plant for some 9 months. During that period it has been operated from 16 to 20 hours a day under the most trying conditions. I want to tell you that the performance of the machine is outstanding. We never imagined that a cutter could perform like our Lawson does. It cuts all types of stock accurately, something that we have been unable to do on any of our other machines.

Our cutting machine operators are enthusiastic about our Lawson Cutter. They are amazed to find how simple and easy it is to operate. We have found that our Lawson Cutter works so much faster that our production has literally jumped.

We particularly like the hydraulic clamp which gives us flexibility of clamp pressure as well as the tip-toe hydraulic treadle which eliminates back breaking and leg straining efforts. I could go on telling you of many other reasons why we are so happy with your Lawson Cutter. However, I will sum it all up by saying that if you have a customer who is as hard to sell as I was, just bring him to my plant.

Very truly yours,
PYRAMID BINDERY, INC.

Carl Vergano
Carl Vergano
President

TELEPHONE · CIRCLE 5-9640-9641



the best advertisement a product can have... satisfied users

day after

day... E. P. Lawson Co. receives more and more letters

like the one reproduced here... letters from
satisfied users telling why Lawson Cutters
Rate Best and save them time and money!
write today for free brochure!

Complete, fully illustrated descriptions and specifications
of the 39", 46" and 52" LAWSON CUTTERS.

EXCLUSIVE DISTRIBUTORS • SALES and SERVICE

HARRY W. BRINTNALL CO., INC. Los Angeles, San Francisco, Seattle
A. E. HEINSOHN PRINTING MACHINERY..... Denver, Colo.
TURNER PRINTING MACHINERY, INC..... Cleveland, Chicago, Detroit
SOUTHEASTERN PRINTERS SUPPLY CO..... Atlanta, Ga.
SOUTHWESTERN PRINTERS SUPPLY, INC..... Dallas, Texas
SEARS LIMITED..... Toronto, Montreal, Winnipeg, Vancouver

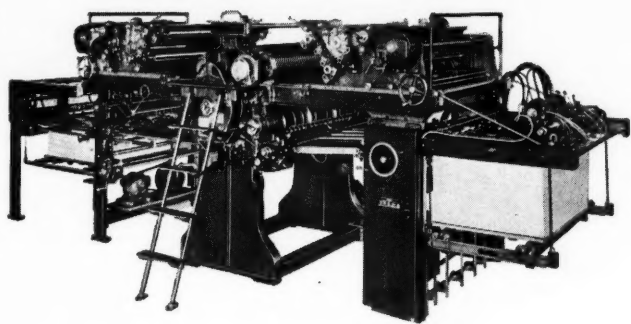
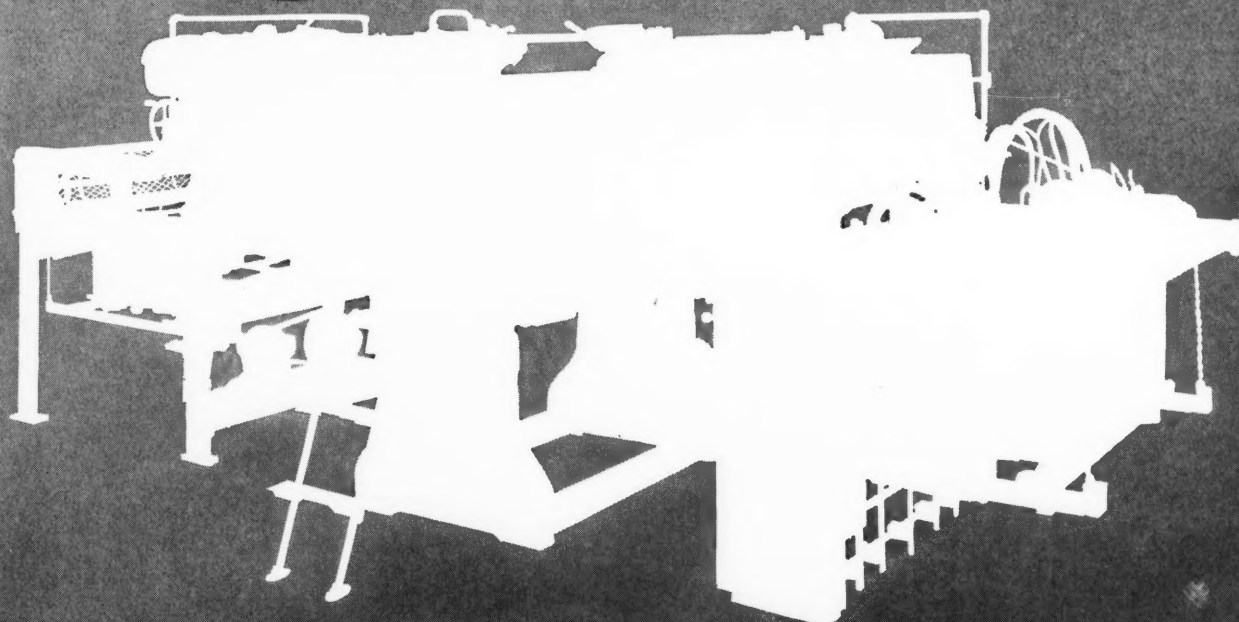
MAIN OFFICE AND SHOWROOM: 426 WEST 33rd STREET, NEW YORK

PIONEERS IN PAPER CUTTING MACHINERY SINCE 1898





Is there a void in your business?



Something missing? . . . something that should loom up large on the profit side of your ledger? . . . work you have to pass up because you're "just not equipped to handle it"?

The answer may be in the Cottrell Two-color Rotary sheet fed press. With this efficient and versatile, high speed unit, you, like so many other wise printers and publishers, may open up new and very profitable markets and find new gold in your present ones.

There'll never be a better time to ask us about the possibilities than **RIGHT NOW!**

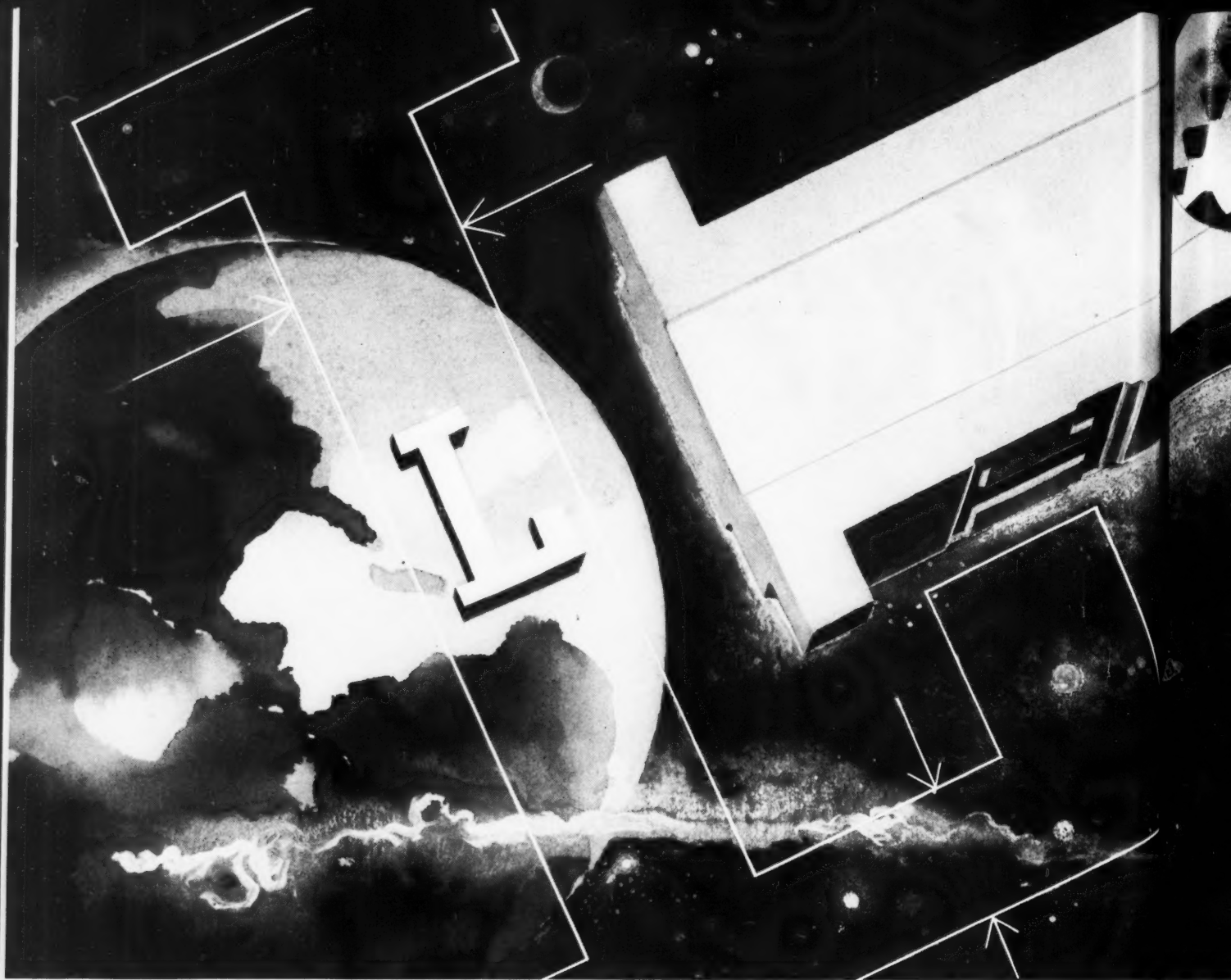


Cottrell

C. B. COTTRELL & SONS CO.

Westerly, Rhode Island

New York: 25 E. 26th St. • Claybourn Division: 3713 N. Humboldt Ave., Milwaukee, Wis.
Chicago: Daily News Bldg., 400 W. Madison St.
Smyth-Horne, Ltd., 13 Bedford Row, London W.C. 1, Eng.



new dimensions for Graphic Arts through **research**

NEVER before have so many new developments, new ideas, and new concepts appeared on the graphic arts horizon. Never before have there been so many new dimensions for Linotype Research. New spheres of thinking, new fields of penetration. Here are but a few of the many new Linotype developments to give you an inkling of things ahead at Linotype.

TO REDUCE MAINTENANCE COSTS

A revolutionary new process for eliminating some of the greatest causes of matrix damage and for reducing maintenance time is ready for introduction in the near future. As a result of field testing, plant superintendents, machin-

ists and operators acclaim the process as phenomenal. This new process will



be embodied on all new Linotype machines. It will also be made available to present owners of Linotype machines.

TO CAST BETTER SLUGS

Special research is being directed toward improving slug quality. Two most recent developments of Linotype Research assure continuous production of solid, uniform slugs which will afford real savings in make-ready time and costs.



A new gas pot with separate temperature controls for the crucible and mouthpiece has been developed. Over two years were spent in field testing. This new design eliminates problems



trol is sensitive to temperature changes as slight as three-tenths of one degree.

IMPROVING MACHINE DESIGN

New equipment is being employed to make more scientific studies of the design of Linotype machines. For example, a high-speed camera capable of photographing up to 5,000 frames per second facilitates studying the operation of various parts. Numerous design improvements have resulted from this methodical study.



To reduce maintenance costs research is directed to the efficiency of all moving parts. On one main cam, for instance, a slight modification resulted in a reduction of friction of over 80%. Linotype Research will continue to seek smoother, more efficient operation of the machine wherever studies reveal that improvements are possible.

A new pressure control is being developed which will provide a simple adjustment of the pot pump pressure when large or small point sizes are cast. A sharper printing surface on any size slug will be achieved.

Still easier magazine shifting is under way through an entirely new principle of magazine alignment. It is now being proved by Linotype Research.

TO REDUCE WEAR

Metal and plastic materials are constantly being analyzed and tested to reduce wear and maintenance costs. Wide use of outside facilities is made to gain the unbiased experience of independent research groups. The benefits of these studies as applied to magazine construction will be revealed in the near future.

NEW COMPOSITION METHODS

Quality is one of the major considerations that govern all of Linotype's Research in composition methods. The needs of the industry, investment in equipment, utilization of present investment in whole or in part, and *practicality*, are but a few of the many facets. Although no method has yet been found which surpasses the *quality* of hot-type composition, Linotype Research will continue in all composition methods.

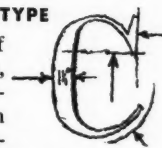


resulting from non-uniform metal temperatures in composing rooms that are especially equipped to use gas.

Closer temperature control for electric pots will soon be available with the electronic temperature control. Field tests have shown that the new electronic con-

NEW GOALS FOR TYPE

To meet the needs of all printing processes, Linotype typographic facilities have been broadened. Continuing studies are under way for developing type faces which are more easily read, seen, and which appear more pleasing on the printed page. Linotype Research helps provide type which meets the challenge of cleaner impressions at greater printing speeds.



Great progress is also being made in adapting complex languages to Linotype composition. Languages which were once thought to be unadaptable to any kind of machine composition are today being composed with speed and accuracy on specially equipped Linotype keyboards. This leadership in type is continuing to bring all the advantages of keyboarded composition to more peoples throughout the world.

NEW FACTS ABOUT THE INDUSTRY



A new comprehensive study has been under way for considerable time of all printing processes and their

relative importance. Few industries are plagued with the lack of up-to-date market information as are the graphic arts. Actual trends and demands will be determined. The real needs of the industry routed out. Linotype Research will find the facts—and use them to aid the graphic arts for many years to come.

HOW LINOTYPE PROTECTS YOU

A dependable foundation of over 62 years' experience in manufacturing graphic arts equipment is your assurance that any development introduced by Linotype Research will be practical as well as progressive.



Owners of Linotypes usually find that new Linotype improvements may be added to their machines by merely purchasing parts. In this way Linotype does its utmost to protect your investment and to lower your operating and maintenance costs. That's why, when you buy a Linotype machine, you become associated with an organization which guards your future—through Research.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn 5, New York

Set in Linotype Times Roman, Spartan and Metro.

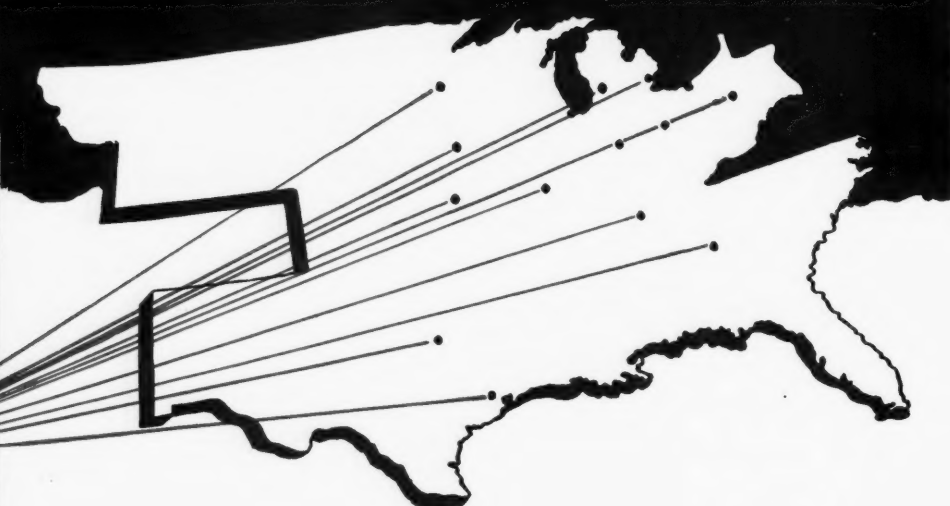


LEADERSHIP THROUGH RESEARCH

Please Mention THE INLAND PRINTER When Writing To Advertisers

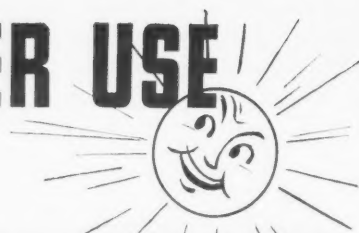
SAM'L BINGHAM'S SON MFG. CO.

16 MODERN FACTORIES SERVING PRINTERS IN **31** STATES



**IT'S NOW TIME
TO GET YOUR ROLLERS READY
FOR**

SUMMER USE



**SHIP YOUR OLD ROLLERS
TO FACTORY MOST CONVENIENT TO YOU**

OVER ONE HUNDRED YEARS OF ROLLER MAKING

FACTORIES

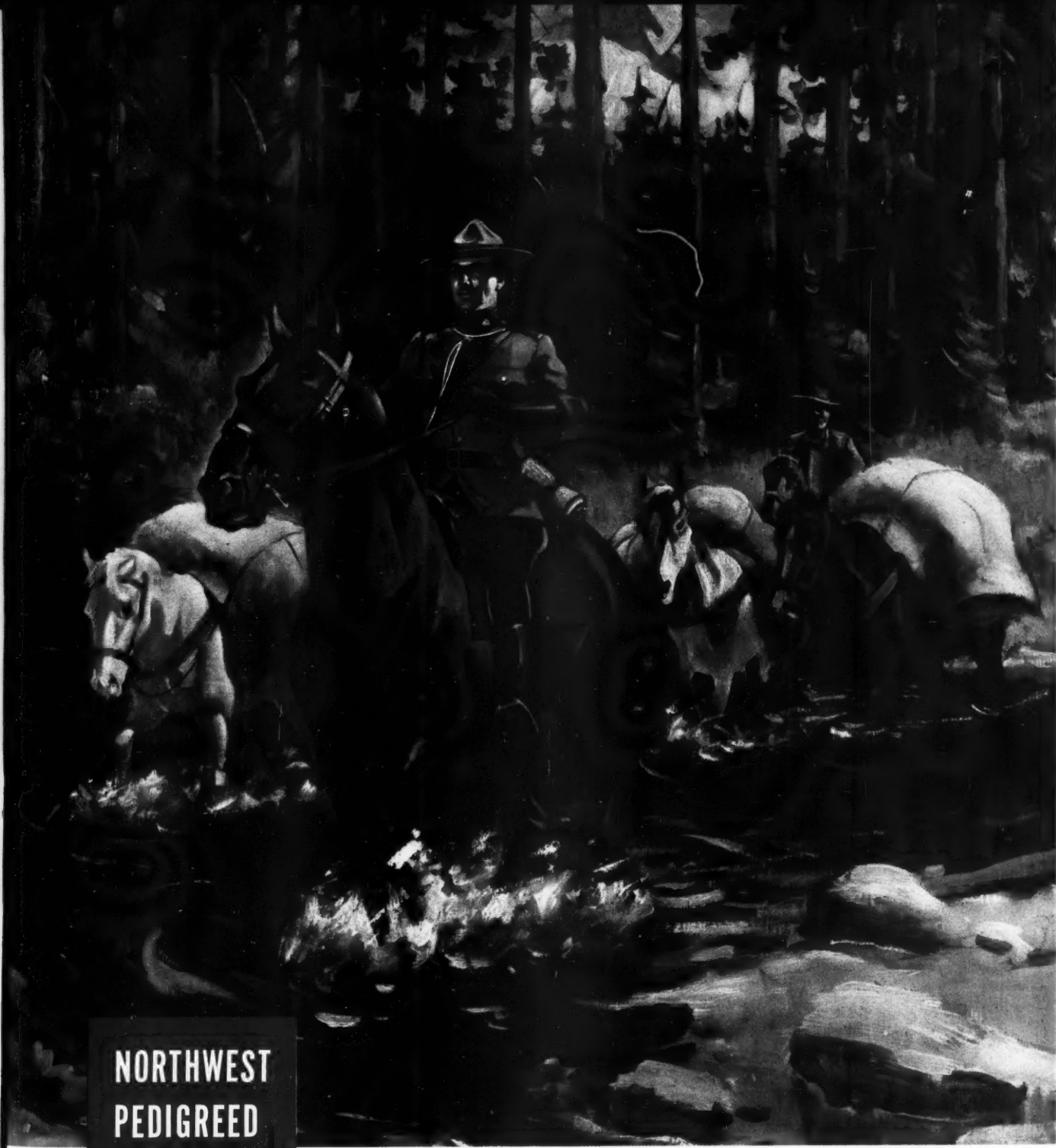
ATLANTA 3	DES MOINES 2
CHICAGO 5	DETROIT 10
CLEVELAND 14	HOUSTON 6
DALLAS 1	INDIANAPOLIS 2

SAM'L BINGHAM'S SON MFG. CO.
MANUFACTURERS OF
PRINTERS' ROLLERS
LITHO-OFFSET ROLLERS

FACTORIES

KALAMAZOO 12	OKLAHOMA CITY 6
KANSAS CITY 6	PITTSBURGH 3
MINNEAPOLIS 15	ST. LOUIS 2
NASHVILLE 3	SPRINGFIELD, O.

MAKERS OF RUBBER • NON-MELTABLE • FABRIC-COVERED • ROTOGRAVURE • OFFSET • COMPOSITION • VARNISH-LACQUER • GRAINING **ROLLERS**



NORTHWEST
PEDIGREED
PAPERS

COPYRIGHT, 1949, BY THE NORTHWEST PAPER COMPANY

Always make good printing better

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

NORTHWEST BOND

NORTHWEST LEDGER

NORTHWEST Mimeo BOND

NORTHWEST OFFSET

NORTHWEST INDEX BRISTOL

NORTHWEST POST CARD

KLO-KAY BOOK

KLO-KAY LABEL

Printing Papers

MOUNTIE LABEL

MOUNTIE BOOK

MOUNTIE OFFSET

MOUNTIE TEXT

CARLTON BOND

CARLTON LEDGER

CARLTON MimeoGRAPH

CARLTON DUPLICATOR

NORTH STAR WRITING

POSTER



THE

Northwest

PAPER COMPANY

CLOQUET, MINNESOTA

Sales Offices

CHICAGO 6
20 N. WACKER DRIVE
MINNEAPOLIS 2
FOSHAY TOWER
ST. LOUIS 3
SHELL BUILDING

Envelope Papers

NORTEX WHITE

NORTEX BUFF

NORTEX GRAY

MOUNTIE

CARLTON

Converting Papers

PAPETERIES

DRAWING

ADDING MACHINE

REGISTER

LINING

GUMMING

COATING RAW STOCK

CUP PAPER

NORTHWEST PEDIGREED PAPERS ALWAYS MAKE GOOD PRINTING BETTER



THE NEW ATF LITTLE GIANT

"Really dependable and versatile"

"It's doing a marvelous job," writes Lloyd Beecher, from his Graphic Arts Press in Alaska. "It has surpassed our fondest hopes, handling bond, onion skin, gummed stock, and No. 10 envelopes on run-of-the-hook work without any trouble." Other important features of the ATF Little Giant are its extremely fast get-away, hairline register, speeds up to 4000 impressions per hour, and low cost per thousand impressions. Ask your ATF Salesman for full information.

Sheet sizes from
3¼x5½ to 12x18
Largest printing
form—11¼x17½

American Type Founders

200 Elmora Avenue, Elizabeth B, New Jersey

BRANCHES IN PRINCIPAL CITIES



Hammermill offers new plan to MAKE NATIONAL MAGAZINE ADVERTISING WORK FOR YOU!

**How
this sign ...**



**can
help
you**

**Get
New
Business!**

Membership in the
Hammermill Guild of Printers
enables you to benefit by the
"Operator 25" Plan



This window sign, emblem of the Hammermill Guild of Printers, identifies you in your own home city as a reliable printer who supplies Hammermill papers.

Your customers and prospects *know* the Hammermill name. For more than 36 years Hammermill papers have been advertised in national magazines—the most consistent advertising in the paper field; one reason why Hammermill is "the best known name in paper."

The emblem of the Hammermill Guild of Printers on your window or door links you with this powerful, continuing printed selling...localizes it...puts it to work for you...helps to direct customers to your plant.



This indoor sign on the wall of your reception room or office again reminds your customers of the importance of skill, good faith and satisfaction in their printing. It serves as an added link with Hammermill's continuous national magazine advertising.

As a member of the Guild you will be listed with Western Union. Future Hammermill advertisements will tell the reader to call Western Union and ask "Operator 25" for the name of a local printer who will supply their Hammermill paper needs.

Ask your "Hammermill" salesman for a copy of the idea-book, shown at left, "How This Sign Can Help You Get New Business"...and for complete details of this new business-building plan.

HAMMERMILL
papers

Hammermill Bond has been advertised for 36 years in The Saturday Evening Post. Other Hammermill advertisements are appearing in Time, Business Week and more than 20 other magazines. Hammermill Paper Company, Erie, Pa.

FAST! FLEXIBLE! PROFITABLE!



The Cleveland Continuous Folder
with no stops for reloading,
assures maximum hourly output.

FOR MIDDLE SIZED, HIGH SPEED AUTOMATIC PRESSES...

the Cleveland "Double M" Folder

Superseding Cleveland Model "B," this folder is 50% faster; has three folds in the 8 page section, compared with one in Model "B"; handles single and multiple impositions in both parallel and right angle folds; takes 28x44" maximum in right angle fold, as against 26x40" for Model "B"; also a 28x58" sheet for parallel fold, compared with Model "B's" 26x58".

In ease of setting, folding of complicated forms, handling and feeding of larger sheets—and accuracy of folding, it represents a truly remarkable advance over its predecessor.

Cleveland Model "Double M" is used by trade binderies and by producers of letterpress, offset and

lithographic printing. Offset jobs produced by step-and-repeat method may, with Model "Double M," be folded in gangs of two or more up, greatly reducing folding costs. Such work may also be slit apart on this folder, with corresponding saving in cutting cost.

The detailed outline of the range of work possible with the Cleveland Model "Double M" makes quite a lengthy and extremely interesting story. We'll be glad to send it upon request—together with information about other Dexter and Christensen Equipment that is facilitating production and establishing sound economies in printeries and binderies.

Dexter and Christensen Machines

Sold and serviced by

Dexter Folder Company • General Sales Offices, 330 West 42nd Street, New York 18, N. Y.

SALES REPRESENTATIVES: Chicago, Philadelphia, Boston, Cleveland, Washington, St. Louis

AGENTS: Dallas, Denver, San Francisco, Los Angeles, Seattle, Toronto, Montreal, Winnipeg . . . and in Foreign Countries

Christensen Machines are built by Christensen Machine Company at Racine, Wis.

When Writing These Advertisers, Please Mention THE INLAND PRINTER

**5 COLORS
PRINTED DRY
5 SECONDS**

**MORE
PROFITABLE
PRINTING**

FASTER

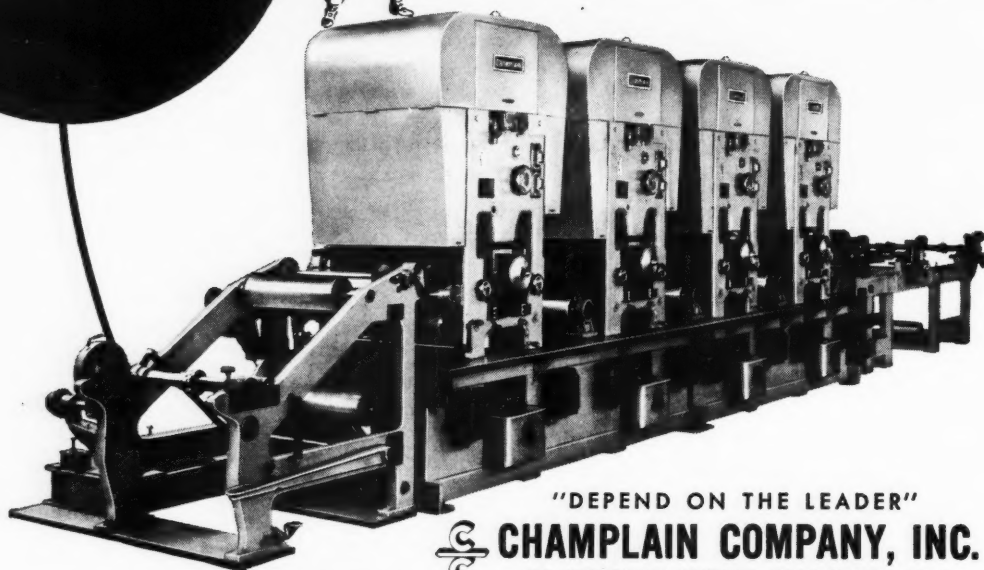
BETTER

Five colors in five seconds! That's the speed of Champlain rotogravure with roll rewind. But speed isn't all...you'll get quality and economy extras too. Here's what a heavy volume match book cover printer says about his Champlain press: "... impressed with the relative ease of setting up this equipment ... no question we are producing a much better product ... been operating in excess of 500 ft. per minute, planning to step up to 600 ...". From a leading printer of cellophane: "... speeds as high as 400 ft. per minute ... run right to the last 2 or 3 feet of cellophane on the core, a great waste saver ...".

Other hard-to-print stocks—glassine, foil, plio-film, board—are simple for rotogravure, are printed at extremely high speeds. Why not investigate the extensive possibilities of Champlain rotogravure?



Send samples of your production to us
— let Champlain show you how to do
the job—better, faster, more profitably.



"DEPEND ON THE LEADER"

CHAMPLAIN COMPANY, INC.

88 LLEWELLYN AVENUE, BLOOMFIELD, N. J.
Chicago Office: 7 W. Madison St., Chicago 2, Ill.

ROTOGRAVURE AT ITS BEST

Here are some

advantages of

CHAMPLAIN ROTOGRAVURE

EASY
TO
OPERATE

NO
PRESS
WASHUP

NO OFFSET
— NO SMEAR

NO
MAKEREADY

ROLL
PAPER 7-12%
CHEAPER



PLASTICOLOR COVER beautiful...and tough

Sounds absurd, doesn't it? Can a cover paper be at home in a drawing room—yet also baffle rough handling, dust, dirt, grease, weather and other abuses?

Yes, if it's Plasticolor Cover—a permanent, soilproof lamination (not a coating) of plastic film and fine Beckett cover paper. In six brilliant colors, it makes aristocrats of sales and advertising messages—yet its toughness and durability give long life to booklets, instruction books, sales portfolios, outdoor displays—anything that gets rough handling under adverse conditions.

Because of this seeming paradox among cover papers, you must see and feel the beauty and strength of Dobeckmun Plasticolor to grasp its sales appeal and its long-time endurance. Recommend it whenever you want to give your customers the unqualified finest in cover papers. Ask your Beckett Paper supplier or write us for samples.

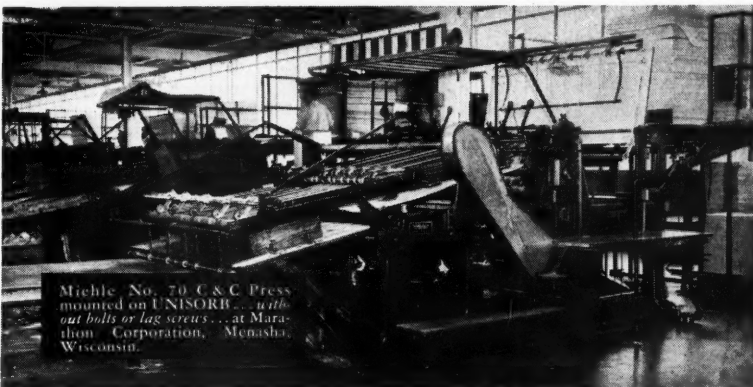
THE DOBECKMUN COMPANY
Cleveland 1, Ohio • Berkeley 2, Calif.

P. 5. Ask about Doplex Brilliant, too—its lightweight twin. Available in nine sparkling, soilproof colors, for attractive and effective labels, box coverings, package wraps and similar items.

DOBECKMUN
PLASTICOLOR COVER
DOPLEX BRILLIANT



MARATHON MOUNTS MACHINERY ON **UNISORB** ...drilling avoided...floors saved!



Here's why one of the well-known firms in the printing industry anchors presses, folders, cutters and other machinery the modern way...on **UNISORB!**

TRANSMITTED MACHINE NOISE and VIBRATION REDUCED 60% TO 85%

Lowers machine and building maintenance costs

Higher speed machine operation often possible

Clip this coupon, or write us on your letterhead today..



UNISORB ANCHORING REQUIRES NO BOLTS, NO LAG SCREWS

Old-fashioned, destructive floor drilling eliminated

Saves installation time as much as 80%—labor costs reduced

Maintenance on machine mounting practically eliminated

THE FELTERS COMPANY

210-PI SOUTH STREET, BOSTON 11, MASSACHUSETTS

Offices: New York, Philadelphia, Chicago, Detroit
Sales Representatives: San Francisco, St. Louis

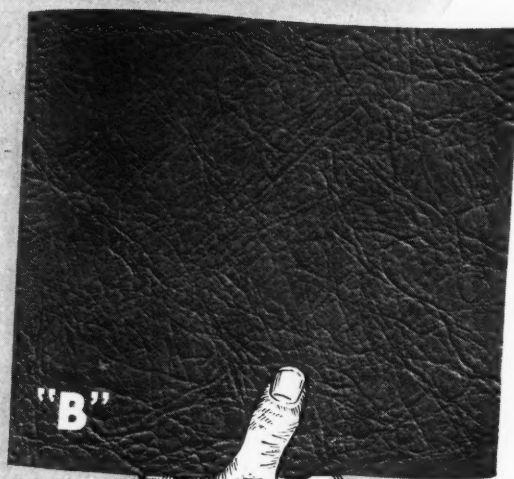
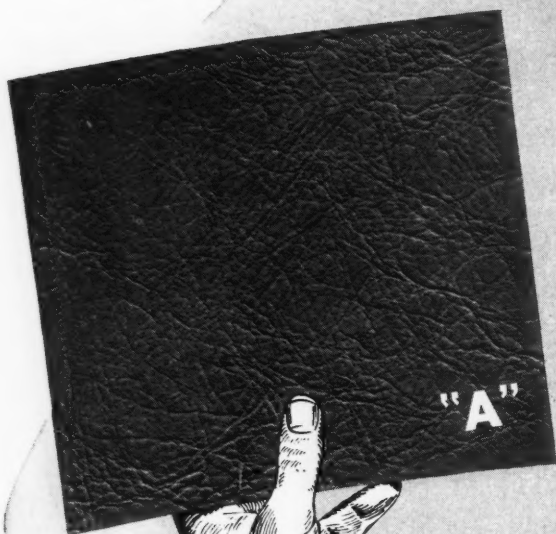
Gentlemen: Please send my free copy of "Why It Pays to Anchor Your Printing Machinery with UNISORB." ☐
Please send my free copy of "Felters Precision Cut Felt Parts Manual." ☐

Name Title.....
Company Name.....
Street.....
City..... State.....

Which One

IS THE NEW
DETROIT
LIGHTWEIGHT

Embossed
COVER?



Both have the same attractive embossing . . .
a rich leatherlike appearance that produces
distinctive character and personality.

Each is available in the same sparkling colors
. . . with twelve different hues to select from.

Extra toughness is a quality of each one . . . both
Mitscherlich-made from pure sulphite pulp
to endure hard wear and constant handling.

Only WEIGHT marks the difference between the two

"A" is 90 lb. Detroit Embossed.

"B" is the new 65 lb. weight of Detroit Embossed stock. It is more economical to use on printed pieces which don't require the extra weight, yet none of the fine qualities of Detroit Embossed . . . strength—character—beauty . . . are sacrificed in its making.

Seeing and comparing the different Detroit Embossed weights will better enable you to select the one most suited to your job. The new Detroit Embossed Sample Book shows both light and heavy weights in complete color range. See your Detroit Embossed Distributor or write us for a copy.

DETROIT
Sulphite



PULP & PAPER CO.
DETROIT 17 MICHIGAN

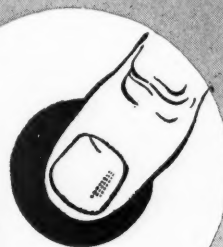
**THE GUILLOTINE
THAT'S 5 YEARS
AHEAD OF TIME!**



No need to sit around waiting for the machine of the future — Bomac Thompson are making it *right now!* This hydraulically driven press-button job can cut down your production costs and increase efficiency immediately.

**THE BOMAC
THOMPSON**
ELECTRO-HYDRAULIC

GUILLOTINE



Disc adjustment
of Ram Pressure
Three second
speed cycle
Automatic self
clamp action
Every movement
Button Controlled
Full Safety
Protection

PRESS BUTTONS GIVE STOP WATCH CONTROL OF S-M-O-O-T-H HYDRAULIC POWER

Modern to the last nut, the Bomac Thompson Guillotine is smooth-running and a pleasure to work because it's *safe*. One man operates the whole machine with instantaneous electrical press-buttons — no switches, handles, or adjustments necessary. Mishandle it, and the machine returns to the open position — *pronto* — without completing the stroke and the knife cannot be set in motion until the automatic self-clamp is applied. Ram pressure is adjustable and pre-set exactly to your job by means of a small, graduated disc.

Press-button speed gives more output per man-hour

The man who operates this machine is going to be amazed with the smooth and easy control of the Bomac Thompson. Its press-button action is going to save a whole lot of energy, keeping him so fresh, that he'll still feel like working when the 5 o'clock whistle blows. Yes, jobs are done quicker and slicker with the Bomac Thompson.

American Distributors :

BOMAC TRADING CORPORATION, Peoples Bank Buildings, Passaic, New Jersey

London • Toronto • Melbourne • Wellington • Amsterdam • Brussels • Copenhagen • Oslo

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



**For little fellows
with BIG COLDS...**

*Rub on warming, comforting
VICKS VAPORUB
to relieve distress!*

FALPACO QUALITY...for Maximum Sales Appeal in Car Cards and Displays



The Vicks and
Life Savers
car cards
reproduced by
permission.
Printed by Tabard
Press, New York City
in 4-colors on
4-ply Falpaco
coated blanks—
single coated one side
for letterpress



Advertisers must have attention-getting illustrations, simple yet effective design, short convincing copy, to put over a sales message on a car card. Use Falpaco Coated Blanks to be sure that you get the finest reproductions, good half-tones, perfect register for multi-color work. They are famous for their brilliant, blue-white color and exceptionally smooth finish. Specially coated for letterpress, also specially coated for offset lithography.

Ask your paper merchant for samples and prices.

Distributed by Authorized Paper Merchants from Coast to Coast



FALULAH PAPER
COMPANY

New York Office—500 Fifth Ave., N. Y. 18—Mills: Fitchburg, Mass.

Oh-h...thanks!

still only 5¢

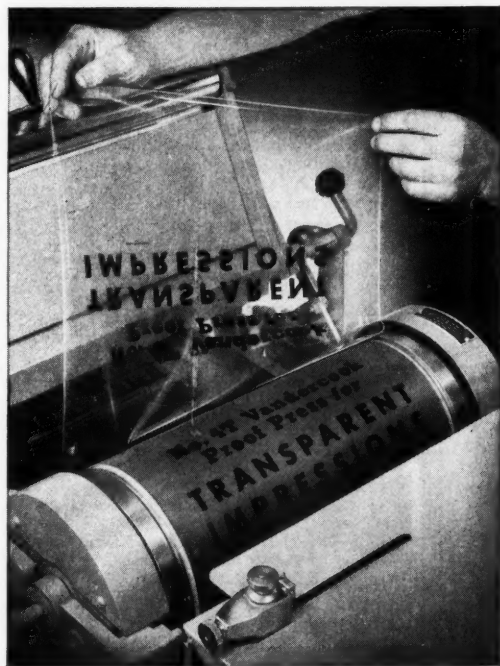


Choose THE No. 4* VANDERCOOK PROOF PRESS FOR THE FINEST REPRODUCTION PROOFS

- Power ink distribution.
- Changeable inking units reduce washup time and speed up changing colors.
- Extra heavy bed and cylinder to insure rigid, permanently accurate impressions.
- Micrometer front sheet guides.
- Combination foot operated and automatic grippers.
- Convenient tray for printed sheets, travels with cylinder.



Or... the No. 4T for Transparent Proofs



This is the machine widely preferred by typesetters, offset lithographers, gravure plants and others for making top quality reproduction proofs. Or, they choose the No. 4T Vandercook for proving two sides of transparent material like cellophane or glassine. Both machines represent a wise investment—one that will pay immediate dividends in production, improved quality, increased efficiency, and lower operating costs.



**One of 12 Vandercook Proof Presses sold exclusively
by American Type Founders*

*Ten other Vandercook Proof Presses sold only
by Vandercook & Sons, Inc.*

American Type Founders

200 Elmora Avenue, Elizabeth B, New Jersey

Branches in Principal Cities



Manufacturers of: Kelly Presses, Little Giant Presses, Chief Offset Presses, Web Offset Presses, Gravure Presses, Foundry Type and Process Cameras

Distributors of: Vandercook Proof Presses, Composing Room, Pressroom and Bindery Equipment

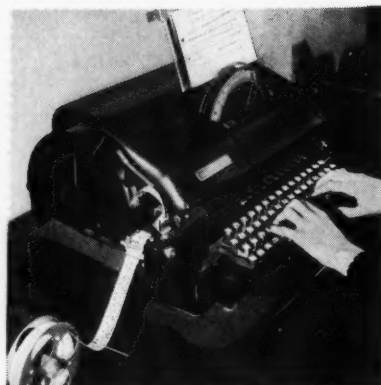
*Time is
Money...*

SAVE BOTH WITH TELETYPESETTER

Teletypesetter offers a proved method of increasing composing machine lineage. Teletypesetter users—newspaper publishers, magazine, book and job plants—say Teletypesetter is the best way to get *more type in less time*.

Orders are coming in faster than ever before so Teletypesetter production has been stepped up to keep pace with demand. For details on how Teletypesetter can boost your production—save you time and money—write today to:

TELETYPESETTER CORPORATION
1400 Wrightwood Avenue,
Chicago 14, Illinois



Any touch system operator soon learns to punch Teletypesetter tape at high speed . . . with a minimum of errors.



Tape is easily inserted in operating unit, and the composing machine automatically sets type . . . increasing output from 50% to 100%.

TELETYPESETTER

REG. U.S. PAT. OFFICE

ENGDAHL BINDERY

Edition Book Binders

"Books Bound by Us Are
Bound to Satisfy"

1056 W. Van Buren Street
Chicago, Illinois
Telephone MONROE 6-6062

**Cuts Costs
On Gathering—Jogging!**
AVAILABLE NOW



Write for Prices and Information.
UNIVERSAL JOGGER CO.
322 S. Fourth St., Minneapolis 15, Minn.

MEAD
papers

NATIONALLY ADVERTISED

ALA.: Partin Paper Co.; Sloan Paper Co.
ARIZ.: Blake, Moffitt & Towne; Zellerbach.
ARK.: Roach Paper Co.
CAL.: Blake, Moffitt & Towne; General Paper Co.; Seaboard Paper Co.; Zellerbach.
COLD.: Dixon & Co.; Graham Paper Co.
CONN.: Alling Paper Co.; John Carter & Co.; Green & Low Paper Co., Inc.; Rourke-Eno Paper Co.
D. of C.: R. P. Andrews; Barton, Duer & Koch; Frank Parsons Paper Co.; Stanford; Wilcox-Walter-Furlong.
FLA.: Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Graham-Jones Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.
GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.; Somerville-Seybold Paper Co.
IDA.: Blake, Moffitt & Towne; Zellerbach.
ILL.: Berkshire Paper Co.; Birmingham & Prosser; Chicago Paper Co.; Dwight Bros. Paper Co.; LaSalle Paper Co.; Messinger Paper Co.; Midland Paper Co.; Swigart Paper Co.; James White.
IND.: Central Ohio; Century Paper Co.; Crescent Paper Co.; Diem & Wing; Indiana Paper Co.; C. P. Lesh Paper Co.
IOWA: Birmingham & Prosser; Carpenter Paper Co.; Graham.
KAN.: Carpenter Paper Co.; Graham Paper Co.
KY.: Louisville Paper Co.
LA.: Butler Paper Co.; Graham Paper Co.; E. C. Palmer & Co., Ltd.
ME.: C. M. Rice Paper Co.; C. H. Robinson.
MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.; White-Rose Paper Co., Inc.
MASS.: Bulkley, Dunton & Co., Inc.; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Colonial Paper Co.; H. Lindenmeyr & Sons; Mill Brand Papers; Paper House of N.E.
MICH.: Beecher, Peck & Lewis; Birmingham & Prosser; Carpenter Paper Co.; Graham Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine.
MINN.: John Boshart; General Paper Corp.; The John Leslie Paper Co.
MO.: Acme Paper Co.; Birmingham & Prosser; Central States Paper Co.; Graham Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.
MONT.: Carpenter Paper Co.; The John Leslie Paper Co.
NEB.: Carpenter Paper Co.
N. J.: Bulkley, Dunton & Co., Inc.; Forest Paper Co.; Lathrop Paper Co.; Lewmar Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons.
NEW YORK CITY: H. P. Andrews; Bulkley, Dunton & Co., Inc.; M. M. Elish & Co., Inc.; Forest Paper Co.; J. & F. B. Garrett; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons; Majestic Paper Corp.; Marguardt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold-Gould, Inc.; F. F. Sarle Co., Inc.; Schlosser Paper Corp.; Vandewater Paper Co., Inc.; Vernon Bros. & Co.; Walker-Goulard-Plehn; Willmann Paper Co.
NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; V. H. Smith.
N. C.: Dillard Paper Co.
N. H.: John Carter & Co., Inc.
OHIO: Alling & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co.
OKLA.: Carpenter Paper Co.; Graham; Tulsa Paper Co.
ORE.: Blake, Moffitt & Towne; Carter, Rice & Co. of Ore.; Fraser; Zellerbach.
PA.: Alling & Cory Co.; Central Ohio; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Paper Merchants, Inc.; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuykill Paper Co.; H. A. Whiteman & Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong; Williamsport Paper Co.
R. I.: John Carter & Co.; Narragansett Paper Co.; Carter, Rice & Co.
S. C.: Dillard Paper Co.
TENN.: Bond-Sanders Paper Co.; Clements Paper Co.; Graham Paper Co.; Southern Paper Co.; Southland Paper Co.
TEX.: Carpenter Paper Co.; C. & G. Paper House; Clappitt Paper Co.; Graham Paper Co.
UTAH: Dixon & Co.; Zellerbach.
VA.: Cauthorne Paper Co.; Dillard Paper Co.; Old Dominion Paper Co.; Richmond Paper Co.; B. W. Wilson.
WASH.: Blake, Moffitt & Towne; Carter, Rice & Co. of Wash.; Standard Paper Co.; Zellerbach.
WIS.: Bower Paper Co.; Wisconsin Paper & Products Co.; Woolz Bros.



A MOUNTAIN OF PAPER

One of America's biggest and most consistently expanding businesses can be symbolized by a mountain of *paper*. It is the life insurance business, which grew 8 percent last year and is today 86 percent larger than it was at the close of 1938. Some 78 million Americans—more than half the U.S. population—are covered by life insurance to the extent of some 201 billions of dollars.

Paper is as essential to the business of life insurance as life insurance is essential to provident Americans, and behind the mountain of paper policies are other mountains, all paper, of forms, records, reports, promotional media, sales literature, and advertising. No other business,

with the single exception of the printing industry, relies so much on paper.

"Paper Makers to America" is well known—and Mead Papers of the Mead, Dill & Collins, and Wheelwright lines are well used—by the life insurance business. The versatility of these papers, plus their mill-bred quality, makes them the economical standard for all business uses by all business. Specify and use "the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; and Printflex Coated Papers.



ESTABLISHED 1848

MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

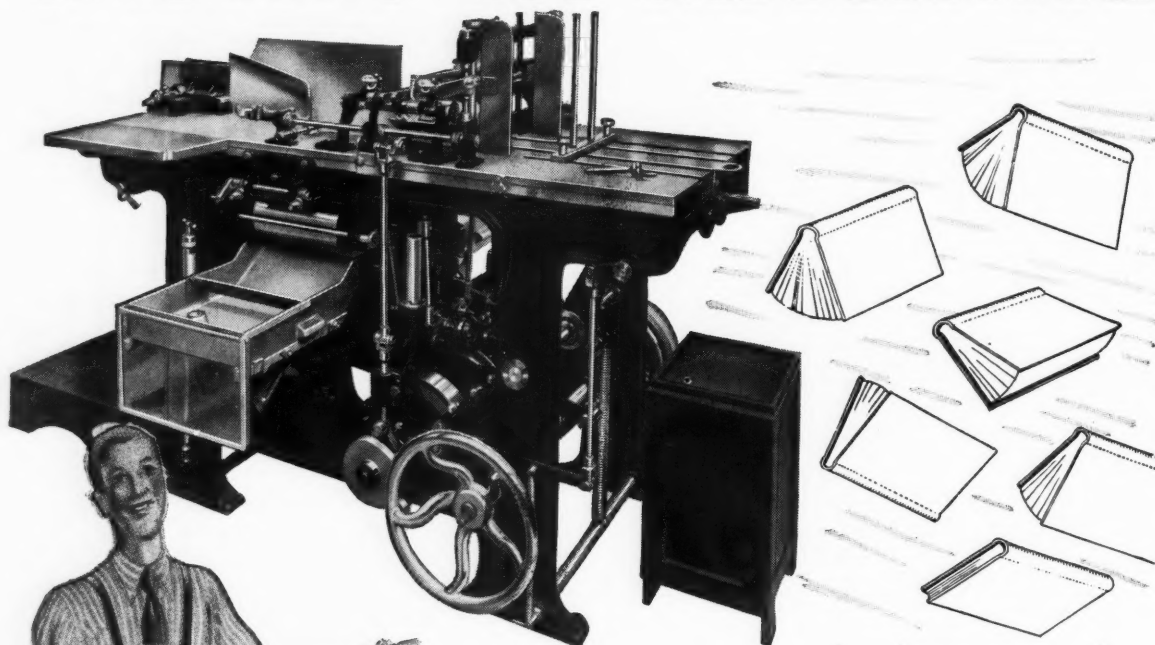
THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

Please Mention THE INLAND PRINTER When Writing To Advertisers

The New Improved MURRAY

CASING-IN MACHINE



Cases 24 Books per minute

Only one operator is needed with this new Murray Casing-in Machine. The Murray incorporates automatic feeding of the adhesive, electric heat shaping, automatic precision centering. You can spot a Murray cased book by the good shape and precision fitting of the book blade. There's a tradition of specialised machine building behind the Murray Casing-in Machine. Proved by years of regular use by printers all over the world.

Needs only ONE Operator

This new improved Murray is one of the finest casing in machines available today. First deliveries are now arriving for distribution. Write to-day for full details and a demonstration appointment.

American Distributors:

BOMAC TRADING CORPORATION

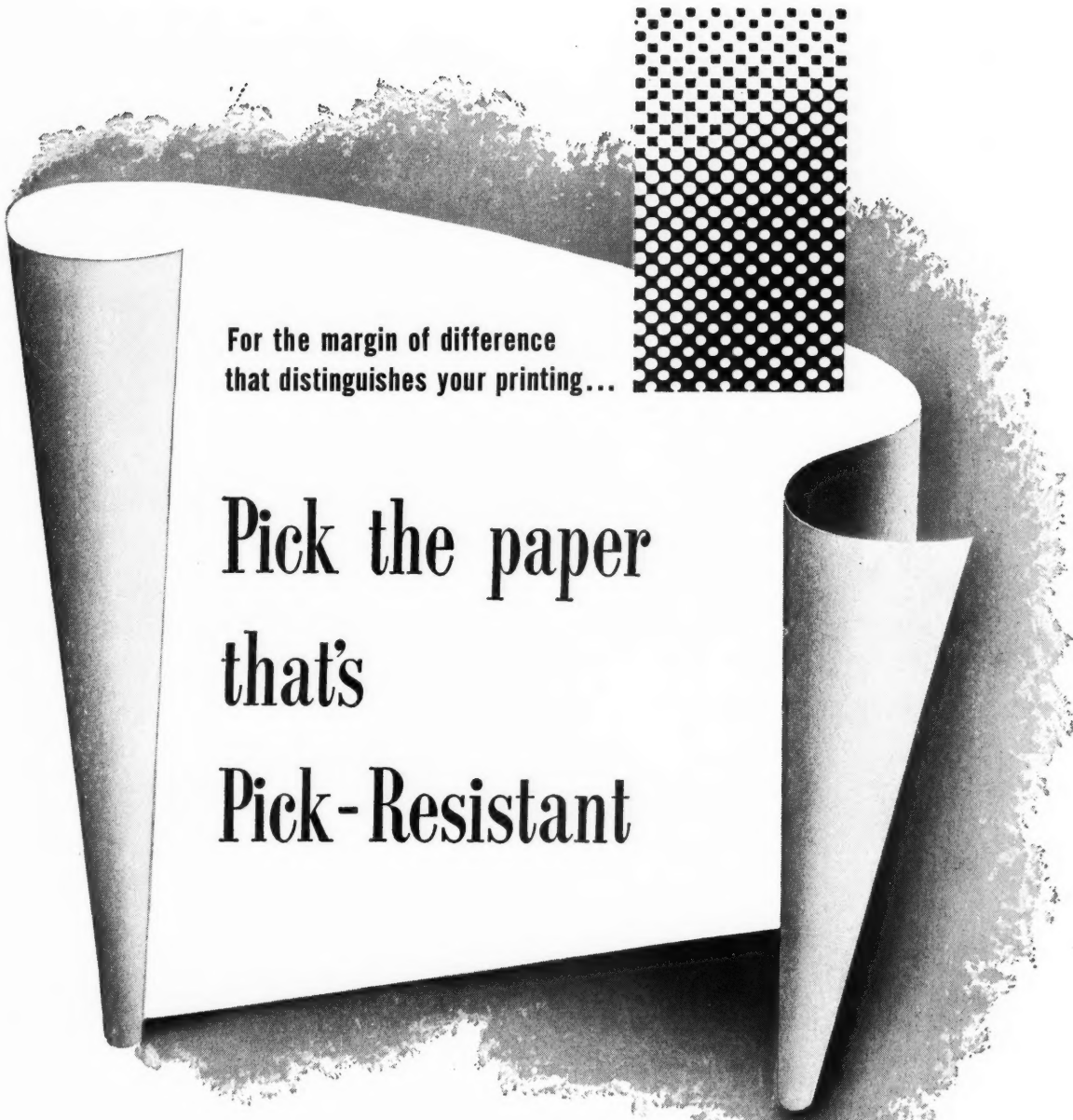
PEOPLES BANK BUILDINGS

PASSAIC, NEW JERSEY

SEMI-AUTOMATIC. A new feed mechanism gives exact centering of book and book blade.

24 CASES PER MINUTE. One operator can control the Murray and case 24 books per minute.

ROUNDS THE BACKS. The Murray is the only Casing-in machine that rounds the backs.



For the margin of difference
that distinguishes your printing...

Pick the paper that's Pick-Resistant

One test of a fine printing paper is its ability to reproduce
brilliance and depth in either monotone or multicolor.

That's where *pick-resistance* counts . . . and where Levelcoat*
printing papers excel. For in Levelcoat, a special combination of

coating materials and base stock provides pick-resistance to
an exceptional degree. Add this important printing quality to
Levelcoat brightness . . . smoothness . . . runability. You then

see why, in choosing any printing paper, it's wise to look at
Levelcoat. And to *pick the paper that's pick-resistant*—for
that margin of difference that distinguishes your printing.

*Levelcoat**
PRINTING PAPERS



Levelcoat papers are made in these
grades: Trufect*, Multifect* and
Rotofect*.

KIMBERLY-CLARK CORPORATION, NEENAH, WISCONSIN

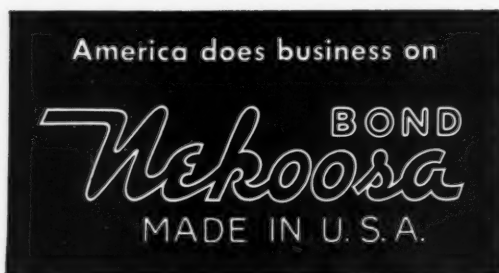
*T. M. REG. U. S. PAT. OFF.



Here comes the paper you're sure of...
in the yellow wrapper with the blue stripes

• Taken at our mills, the above photograph shows Nekoosa Bond coming off the "line" in the famous wrapper every printer and lithographer knows. You can be *sure* of

this paper. It won't wrinkle or curl—which means fewer press stops and more profit. It will give you clean, crisp impressions—which means more satisfied customers. Be sure. Ask your paper merchant for the paper that comes in the yellow wrapper with the blue stripes. That means *pre-tested* Nekoosa Bond—and better printing!



NEKOOSA-EDWARDS PAPER CO.
 PORT EDWARDS, WISCONSIN



when you
"GO OFFSET"

...Here's a 17x22 press

that *Means Business!*



HARRIS 17 x 22

SINGLE COLOR OFFSET PRESS

speeds up to

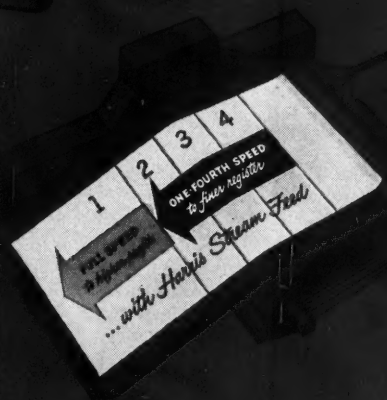
7000 an hour

HARRIS 17 x 22" OFFSET PRESSES are sturdy, fast, accurate. They are built to make printing profitable.

They mean business—more profitable business—because they roll faster with finer register and smoother inking... because they give more impressions, better impressions, and *a better run for your money* than any other small offset press built.

Stream feed, more rollers, single-point press control, larger feeder capacity, larger delivery capacity, positive controls are **A FEW** of the features that have made Harris offset presses the recognized leaders in the industry.

So whether you plan a combination shop or a straight offset shop, get set for more profitable business. **WHEN YOU GO OFFSET... GO HARRIS.**

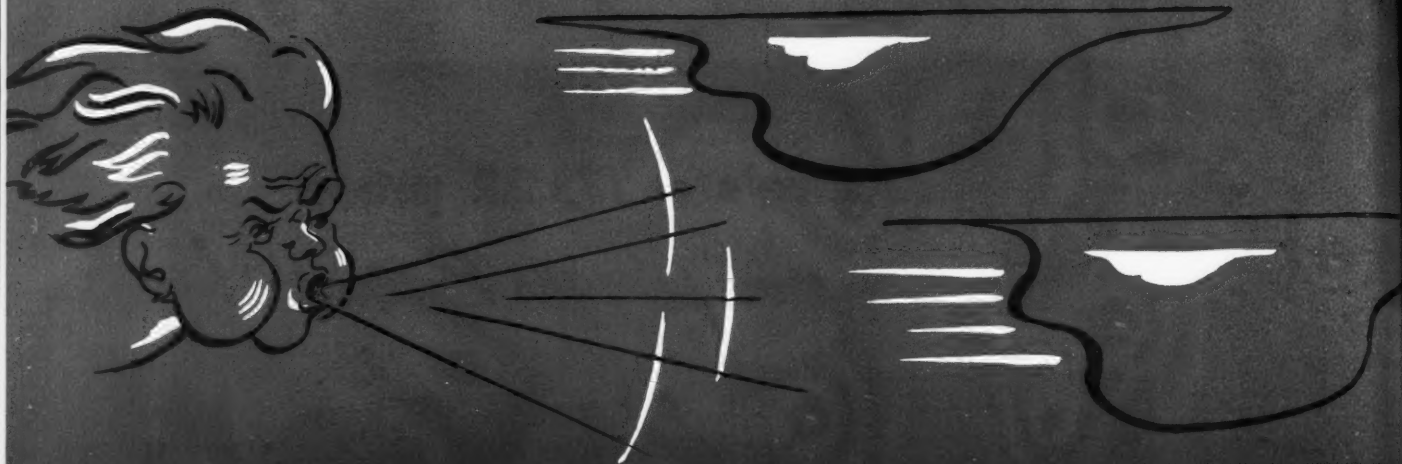


WITH HARRIS STREAM FEED (illustrated above) there is no bounce, no dented edges. Four full-size sheets are moving down the feed table, ready for their turn at register. The lead edge of the second sheet is only $7\frac{1}{2}$ inches away from the front guides when the first sheet is being taken by the grippers. All following sheets move up to register in this order, allowing more time for register at faster press speeds.

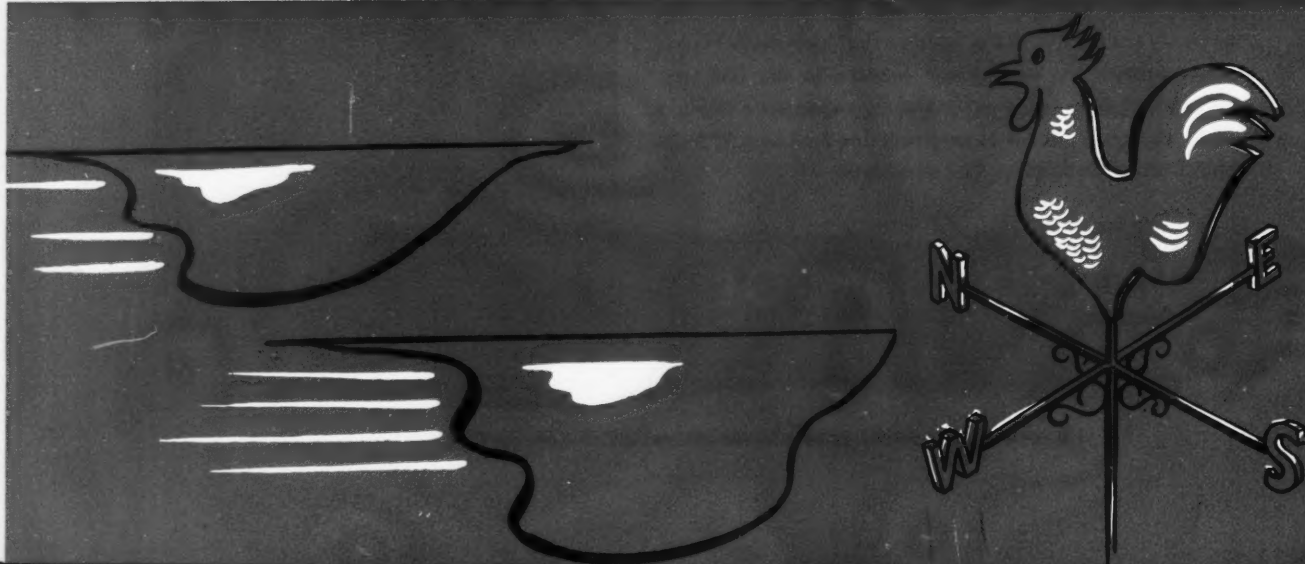
HARRIS-SEYBOLD

General Offices—Cleveland 5, Ohio

HARRIS PRESSES • SEYBOLD CUTTERS • OTHER GRAPHIC ARTS EQUIPMENT



It's an ill wind
that blows no man
some good!





The Inland Printer

Leading Business and Technical Journal in the Printing and Allied Industries

March 1949 • J. L. Frazier, Editor

Time to Start Selling Again!

● MANY printers are eyeing a drop in the sales curve, and are running into greater sales resistance (from within the industry and with other media)—all of which are indications that the buyers' market is here, that it's time to start selling again. The leading article in the February issue of THE INLAND PRINTER, while reporting that printers anticipate a large volume this year, also sounded a warning note that competition will be keener and buyers' resistance increased—that optimism for 1949 is, among other things, based on an intensification of selling efforts.

Analyze Selling Activities

Getting back into the selling groove involves careful analysis of both the printer's personal and printed selling activities. From the personal selling standpoint, it is an obvious but often overlooked essential quality of a good printing salesman that he know his shop's equipment and staff and what they can produce. So before a printer sends forth his representatives to expound the virtues of printing, the salesmen should be well schooled in capabilities of the organization behind him.

Requisite number two in effective personal selling is a working knowledge of what printing can do—its possibilities and its limitations. You can be sure that the gentlemen out selling newspaper and magazine space, radio time, and outdoor boards (just as much competitors as salesman Joe Doakes over at Rival Printing Company) will have their brief cases loaded with convincing arguments on why their particular promotion medium is best for the advertiser. In the days of the sellers' market (now departing) the buyer of printing or other media took what he

could get; now he has not only a choice among the wares of various printers, but a choice among various media.

Service is Vital

One other aspect of personal selling worthy of mention here is service. Vanishing rapidly are the days when the buyer of printing compromised on standards of quality and let the printer deliver the order when he got around to it. Buyers of printing expect (and are entitled to receive) the definite standards of quality which they specify when ordering, and on or before the delivery date agreed upon. The salesman's obligation does not end when the buyer's signature is on the order blank; the good salesman "goes to bat" with the plant, if necessary, to see that the customer gets what he orders. Service also includes intelligent help for the customer, on the part of the salesman, in such matters as supplying or securing artwork, copy, engravings, *et cetera*. Many customers are actually sold—and kept sold—on the basis of these "services" which the progressive printing salesman will accord increasing attention as buyers' resistance grows.

Another phase of personal selling—this one concerned with the promotion of the plant itself—involves the tremendous but seldom exploited possibilities of "open house." On page 56 of the May, 1948, issue of

THE INLAND PRINTER, appeared detailed suggestions on holding open house in a printing plant. It would take a lot of personal calls by salesmen, and a huge volume of printed matter, to do as good a job of institutional selling as can usually be accomplished by a well planned and intelligently conducted open house.

So much for personal selling. Getting back into the printed selling groove can take one or more of an almost endless variety of forms. Wall calendars and desk calendars are good promotion media for printers.

Good Printing Sells Printing

Impressive broadsides and beautiful brochures are effective selling devices (as well as excellent means of demonstrating the printer's own wares). A pictorial trip through a modern printing plant makes interesting reading for the printer's customers or prospects. Big, bled halftones of fast, efficient production equipment may not be worth ten thousand words—but they're impressive. A carefully planned and well executed brochure, printed on fine paper, with tasteful typography and good artwork, cannot help but influence the decision of a buyer of printing.

Illustrated "business card" booklets are always resultful. The cover serves as a regular business card for the printer's representative, the inside pages tell a word and picture story of the printer's facilities and personnel.

Well written form letters can be an important part of the printers' promotion efforts. Specially prepared letterheads for sales letters are frequently employed in place of the firm's regular business letter heading. Having the body of the

The buyers' market is here. Don't overlook any idea that will help you get business. In this article are a number of practical, effective and time-proved suggestions

letter typed mechanically on an electric typewriter, and the introductory address and salutation filled in on each individual letter increases the effectiveness of the message. Everyone likes to get a letter; a communication directed to one personally is even more welcome.

Utility pieces such as type specimen books, copy-fitting charts, an explanation of proofreader's marks, suggestions on the preparation of art and copy for reproduction, use of Ben Day, cropping of photographs, and other helps, provide excellent vehicles for the printer to get in a "plug" for his business.

Blotter Excellent Medium

For the average printer, one of the simplest yet most effective means of promoting his business is the old

humor to a serious and informative institutional message.

Only three of the many possibilities are illustrated here, in rough layout form. The subject of the top idea is a new item of equipment in which the printer make take just-

luminescent printing, or die-cutting such as is demonstrated in the third blotter shown.

Whatever form your promotion effort takes, recognize that the buyers' market is here. Analyze carefully both your personal and printed

**SOMETHING NEW
HAS BEEN ADDED**

★ _____

MIERS PRINTING COMPANY
803 NORTH WENDELL ST., CHICAGO, ILL.





*Wedding Announcements and
Invitations Are Our Specialty*

• A _____

ISHKAT PRINTING COMPANY
811 WEST WENDELL ST., CHICAGO, ILL.

selling activities. Be sure that your salesmen know your plant's equipment and personnel—know what service your organization can render. Be certain that your representatives know what printing can do; that they are on a fair footing with competitors within and outside the printing business. And if willing, conscientious service was discarded

standby—a blotter, which is sure to be around long enough for the message to be read. Blotters are primarily welcome because of their utility value, and if they include a calendar of the month they are doubly useful. The calendar feature also makes certain that the printer's message, name, address, and phone number will be brought to the attention of the prospect repeatedly over a considerable period of time.

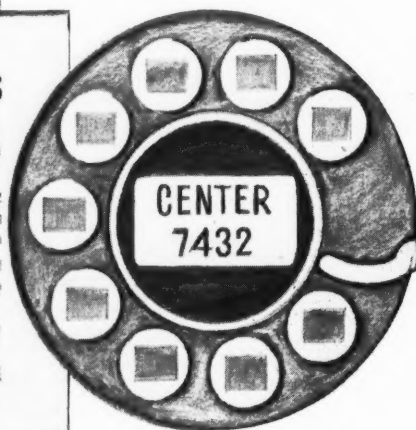
Possibilities Unlimited

The various format possibilities in blotter advertising are almost unlimited. They can be printed on any one of a rainbow assortment of colored stocks. They can be simple one-color jobs or vivid four-color process efforts. Any plate from a linoleum block to a reasonably fine screen halftone can be used. Typography is limited only to the printer's facilities or those available to him. And the copy can run the gamut from light

**Die-Cutting Adds
A Finishing Touch**

■ C _____

SMITH PRINTING CORP
1001 WEST TOTTEN ST., CHICAGO, ILL.



fiable pride and in which the prospect served by the printer likewise has an interest.

The second example is the familiar but ever-welcome calendar blotter. The message need not tie in with the month—but if it does, so much the better.

Many printers have specialties—perhaps silk screen printing, or embossing, or process embossing, or

or neglected back in the hectic post-war days, dig it out and polish it up—for it is a vital selling tool today.

To complement your personal selling effort, work out and carry out a program of really effective printed advertising. Don't overlook *any* idea that will help you get business. Make use of the practical, time-proved suggestions outlined here—put them to work for you *now*.

Look at Cost Estimating From the Customer's Angle

By P. R. RUSSELL

● THE PRINTING estimator (or printing salesman who makes his own cost estimates) after losing a few good jobs on lower cost figures than he gave, should be interested in studying the whole business of cost estimating *from the customer's angle*.

Regardless of which printer he gets it from, the cost estimate must be in line with what the customer can afford to pay if he accepts it. The probability is that if he cannot get a price within a certain range, the customer will not have the job done at all. For example, if the job is a book or booklet to be sold to the public at a fixed price, your manufacturing cost must not exceed one-third (preferably one-fourth) of the sale price. Never make such an estimate without first finding out the selling price. If your estimate exceeds one-third of this price, you had better get busy and find a way to reduce this estimated manufacturing cost. One way to do this is by increasing the quantity produced.

Unit Price Is Lower

For example, a book of ninety-six pages, 5 by 7 by 3/8-inch trim, sewed, with paper cover in two colors, originally cost 11.9 cents each on a basis of 10,000. Since the sale price was 35 cents per copy, the customer accepted, but was much happier in accepting a quotation of 8 cents each on an order of 100,000 even with the cost of a set of electros added. Orders of this type range from 5,000 to 100,000 and are really worth going after, especially when the prospect is good for reprints as long as your price is in line.

A few years past, the selling price of a product could be increased to meet increases in manufacturing costs and materials, but few retailers would dare to ask the public to pay more at the present time. Adjustments must be made at other points or the item dropped from the sales list.

When you have no means of knowing the customer's selling price on a piece of printing (or his budget in the case of printing not sold but used for promotional purposes) you'd bet-

ter find out before you estimate. A hardware man began to talk to a printer about how much of an allowance he had for advertising—in this instance 1½ per cent of sales—and a few direct questions brought out in dollars and cents just how much the hardware man could spend. The inquiry went even further and this sum was broken down from more than one angle. There was so much set aside to be spent preparatory to certain seasons of the year, so much for promoting the sale of household appliances, so much for moving garden tools, so much for selling heavy machinery, and so much for promoting a special seed-cleaning service offered to farmers by the store. By making a complete record of all this information in his day book and studying it, the printing salesman was able to get much more than his normal share of the store's business.

An inquiry will reveal that nearly all of the unusually successful printing salesmen get that way by a thoughtful analysis of every job, considering the customer's angle.

"I shot an arrow into the air, it fell to earth I knew not where—" So goes the familiar verse. Estimating any sort of printing without an idea of what the customer is able and willing to spend is "shooting an arrow into the air." It is most likely to fall into the customer's wastebasket, far from your business.

Watch For Errors

Another *must* in estimating printing is to make sure that there are no mistakes in your estimate. It is all too easy to figure double the amount of stock required or to figure just half enough. Get everybody in the office to check your figures, if necessary, to make sure you are right. The writer has had some mighty big mistakes discovered in an estimate by someone in the office who knows very little about the job of estimating. If you make a mistake that reduces the estimate below cost and it is accepted (they usually are), then your business suffers a loss in profits and perhaps in capital funds; but if, because of a mistake, you give the

customer an exceedingly high price, then your reputation, not your finances, suffers!

It takes a long time to live down with a customer a quotation that is far out of line in comparison with those offered by others. The writer considers it best to admit to the customer that you made a mistake.

One alert printing salesman discovered that a customer whose business he was especially anxious to get did not require that bids on his printing be presented in the form of a contract in which the specifications of the job, what is included and what is extra to the price quoted, are stated. He convinced this customer that he was just "asking" to be defrauded by some unscrupulous printer. When he asked to see the written specifications for the job on which a competitor based his bid, it was not available. Belatedly the customer became alarmed and demanded a contract form with the specifications.

Should Always Be a Contract

Many men who would not consider employing a contractor to build a \$5,000 house without everything in writing and in legal form, will place a \$10,000 job of printing in the hands of a printer without any safeguards. Certainly printers are as honest as building contractors, but it is bad business not to require contracts in either instance.

The requirement of a signed contract and guaranteed specifications is altogether in favor of a reliable printing house, proposing to do business on a sound basis.

Recently the writer was made aware of the fact that in the building contract field each competing bidder may see the written specifications upon which any bid is based. Type of materials to be used and length of time to do the job—it is all there in writing for anyone to see. The opportunity to get in a lower bid by material substitutions or inferior workmanship is reduced to almost nil. Certainly the same privilege should be granted where a printing job is involved.

Finally, there is a big lesson about estimating to be learned from the building industry, and many others—the lesson of not bidding on any job that you are not equipped to do on an equal basis with those who are bidding against you.

The soundest estimate is that which is based on your determined hours costs and using machine production rates actually experienced in your own plant.

Solotone, Colotone Sheets Clever Aids in Preparation Of Photoengraving Copy

By RANALD SAVERY, NEW YORK EDITOR

● CREATIVE printers who buy, prepare, or supervise art work for customers, doubtless will be interested in a line of illustrative copy preparation aids put on the market by Bourges, Incorporated, New York. The aids are in the form of pigmented, transparent plastic sheets to be used by the artist in preparing two-color or even multicolored art for reproduction, or in place of retouching or "doctoring" black and white photographs and drawings. A number of great advantages are claimed by Bourges for the sheets, not the least of which is the fact that they present automatically pre-registered, pre-separated color copy for line or process work sent to the photoengraver or lithographic platemaker. Trade names of the sheets are Colotone (colors), and Solotone (various values in grey and white).

Becomes Copy for Color Plate

The Colotone sheets come in twelve colors based on standard ink colors (another practical advantage because the artist is working with actual reproduction effects), and five values of each color—a total of sixty shades. The pigmentation on the sheets is such that it may be removed wherever desired, shaped or modeled in detail with a stylus or special modeling pencil developed for the purpose.

In using them, the artist starts out with a full detail black and white drawing. To add color he selects the desired shades, laying the sheets one by one over the drawing. He then "paints" in the color work on each sheet fastened over the original drawing, so that the finish is in automatic register. If he wants to change the values or block out certain portions of the black and white art for reproduction purposes, he makes a separate copy of the drawing with a Solotone sheet. When completed, each sheet becomes copy for a color plate — either photoengraving or

lithographic—and there is no necessity for mechanical separation or register at the platemaker's.

In addition to creating finished art work, the sheets are of value in making up dummies or roughs for customer approval. A sample of this sort gives a very exact idea of what the printed result will look like. If there are any corrections or changes to be made, they can be accomplished

on new sheets, without the necessity of tampering with the original art work. It can even be done with the artist working in the presence of the customer. Graphic comparisons of different values and color shades may be made merely by substituting the various sheets.

Trick Effects Easily Secured

The Solotone sheets may be used in a number of ways in preparing black and white art for reproduction purposes. They are said to eliminate to a large extent the need for air-brushing, for example. Grayed backgrounds, blocked out areas in white for type matter insertion, and vignetting can be done by working on Solotone sheets fastened over original art work or photographs. Certain portions of photographs can be sharpened or faded out into shadows for trick effects desired by a customer. An advertising photograph can be "solotoned" so that an article or product seen as a detail in the picture can be artificially emphasized



Over original black and white wash drawing, "Colotone" sheet of desired hue was laid (60 shades are available). Pigmentation is of such nature that it can be removed wherever desired, or shaped and modeled in detail with a stylus or special modeling pencil. When completed, sheet is copy for photoengraving. No mechanical separation is necessary. Above reproduction made using orange "Colotone" sheet. After normal exposure of negative using halftone screen, screen is removed and line exposure of from two to twelve seconds given (depending on copy, lights, and so on). Too short line exposure will not choke up whites enough to lose dot; too much will affect halftone values



"Solotone" white sheets are available in values from 10 to 100 per cent. Above halftone from straight photo. On reproduction below, 50 per cent white "Solotone" sheet was laid over photo and pigment removed from figure of man. Phantom effect results with no retouching necessary. Gray sheets darken desired areas



without retouching the original, or air-brushing. "Sheeted" black and white copy is sent to the platemaker as one piece, the sheets fastened over the original.

Because of the newness of the Bourges aids, printers and their customers are advised to consult with the platemaker in advance of sending the copy, to be sure he understands what it is, and how it is to be handled.

Getting a Genuine Profit from Your Printing Business Over and Above Personal Compensation?

By Harold J. Ashe

● NOT LONG ago the owner of a small printing plant informed this writer that he had made about \$7,500 net profit from his business. He was quite pleased with this return, apparently considering it entirely satisfactory. We are not inclined to quarrel with him on that score, but we do question whether any large part of this net gain is a real profit in any broad sense of that term. Certainly little, if any, of that \$7,500 is profit in the sense that profit is criticized by certain forces intent on finding fault with our free enterprise profit-and-loss system.

Using his income tax return as a guide to his annual earnings, this printer did not deduct anything for his own services. Neither did he deduct anything for the services of his wife who does all office work. This \$7,500 actually represents a return to this printer not only for his services and those of his wife, but a return, if any, on about \$15,000 invested in his plant.

Poorly Paid Employee

Now the simple truth of the matter is that this printer could have been gainfully employed in his community throughout the year for a wage of about \$80 a week, with two weeks paid vacation annually. His wife could have readily found employment elsewhere at an absolute minimum of \$1,500. In addition, the money he has tied up in his plant could have earned, at 6 per cent interest, \$900 without risk. The total family income could have been \$6,560 at the very least, without the worries and risks of owning a business, and without the couple putting in hundreds of hours of gratuitous overtime.

From where we sit, it seems to us that this printer made only \$940 profit (\$7,500 less \$6,560) as his reward for owning a printing plant. And even against this slight real profit must be considered the loss of an equity in an old age pension which both he and his wife could have been acquiring had they been

employed for wages or salary in other than their own business.

If there is a moral to this we think it is that too many printers mistake the hired-hand wages their plants give them for real profits which should accrue to them for their management, labor, and not inconsiderable investment. Once they realize this circumstance they have made the first important step toward analyzing their operations with a view to at least attempting to make a genuine profit over and above compensation for their personal services and a conservative interest on their plant capital. Too many have become reconciled to present earnings because salaries are referred to by the more beguiling term "profit."

While income tax regulations forbid the deduction of salaries of proprietors as an expense in arriving at a profit or loss, we believe that, outside of income tax consideration, such deductions should be more generally made by sole owners and co-partners to arrive at a real profit-on-capital figure. If annual earnings are not to be distorted with profit looming larger than reality, such a salary distribution is imperative.

Incidentally, the superficial critics who scream against our admittedly imperfect profit-and-loss system of free enterprise need to take another look at profits and redefine terms. Printers, too, need to reanalyze what part of net earnings can properly be considered profits, as distinguished from earned salary or wage. When they do this printers will cease apologizing for the printing business and for the system which has made our country great and the envy of at least a good part of the world.

See page 68 of this issue for another interesting slant on the question of whether or not you are making a sound profit in the printing business.



IN THE PICTURES

PHOTO 1: Joseph Green, right, receives grand prize cup for best printed specimen from Oliver Wroughton, who is the secretary of the Graphic Arts organization, Kansas City, Missouri, and who also is the financial secretary of the Kansas City Club of Printing House Craftsmen

PHOTO 2: Chicago's mayor Martin H. Kennelly signs proclamation designating week of January 16-22 "Printing Week in Chicago." Right, W. K. Lunt, executive chairman of Printing Week in Chicago committee. Left, Gracie Oakes, International Craftsmen's Club president

PHOTO 3: Participants in radio broadcast as part of New York Printing Week. Seated, left to right: Joseph Denny, Sampson R. Field, John J. Bennett, Harry Friedman, Gregory Weinstein. Standing, left to right: Henry Schneider, Laurence Victory, Charles McNally, Dennis Burke, Walter Curran, James Quinn, David Teichler, Fred J. Hartman, George Bliss, Andrew J. Haire

PHOTO 4: New York Printing Week activities included traditional wreath-laying at foot of Benjamin Franklin statue in Printing House Square, New York City, on Franklin Day, January 18

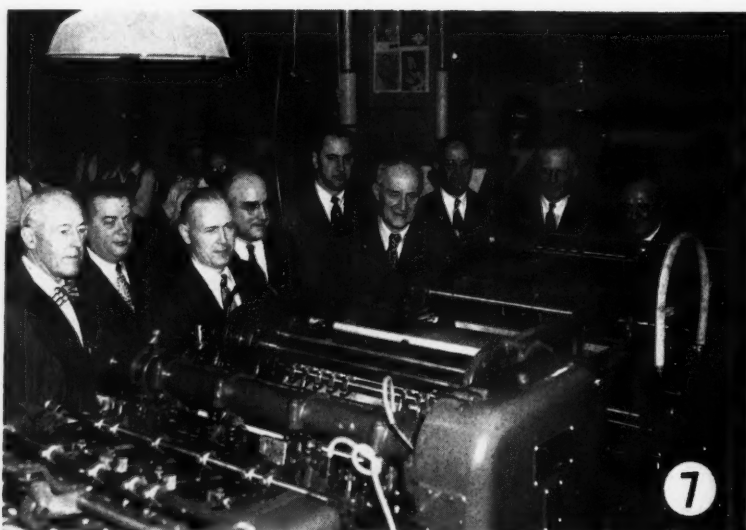
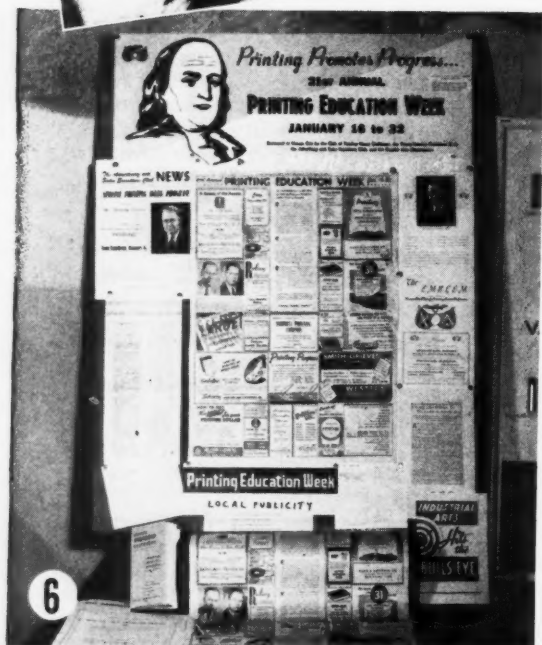
PHOTO 5: Printing Industry of America and The International Association of Printing House Craftsmen name film star Virginia Mayo "Miss Printer's Devil of 1949." Center, Allerton Jeffries, vice-president of the PIA. Right, Henry Hennberg, manager of the Los Angeles PIA

PHOTO 6: Exhibit of street car, bus, newspaper, and bulletin publicity accorded Printing Week in Kansas City, Missouri. Press and radio, civic groups, and graphic arts organizations combined forces to publicize national observance of Printing Education Week, January 16-22

PHOTO 7: New York School of Printing held open house during Printing Week, January 16-22. Visitors include, left to right: Eugene Kelley, Russell J. Hogan, Joseph Matthews, Wilbur Leonard, Carl Mellick, C. Frederick Pertsch, Walter Curran, James Briggs, William Hogan

PHOTO 8: As part of activities of Printing Week, on Franklin Day, January 18, New York School of Printing receives plaque honoring Frederic W. Goudy. In center, Ferdy Tagle, acting principal of School. Left, Mitchell J. Piekarz, class of '47; right, Gregory Satzuk, class of '48

PHOTO 9: In New York, Joseph Denny, William Jansen, Betty Hawley, and Sampson R. Field inspect an enlarged reproduction of cover of booklet "Your Career in Printing" which was distributed to vocational age students in public schools to "sell" printing as a vocation





Pictorial Highlights of Twenty-First Annual Printing Education Week

● DURING the week of January 16 through 22, throughout the nation, Printing Education Week—one of the major activities of the National Graphic Arts Education Association—was celebrated for the twenty-first successive year.

January 17 marked the two-hundred forty-third birthday of Benjamin Franklin, patron saint of the American printing industry. One of the objectives of Printing Education Week is to commemorate his birth.

Other major objectives are: To bring more forcibly to the youth of America in the nation's schools the democratic principles and wisdom of Franklin. To call attention to the

importance of printing in meeting the needs of business, education, government, and religion. To direct attention to facilities of printing instruction on various education levels, consumer education, personnel education, and training for veterans and civilians for the various occupations in the printing profession. And to create a closer understanding between the school and the printing industry.

Printing Education Week has been carried on each successive year for twenty-one years, during the depression as well as in the prosperous years. Much of the credit goes to Fred J. Hartman, secretary of the National Graphic Arts Edu-

cation Association. With some help from the manufacturers of printing equipment, and a few other friends, Mr. Hartman shouldered the bulk of the responsibility for most of those years. Now, with the assistance of the Printing Industry of America, he is receiving more help in his work.

Several years ago the National Association of Printing House Craftsmen initiated its "Printing Week," choosing the same period as that occupied by Printing Education Week. The movement spread over the nation, and today receives the support of graphic arts organizations, civic groups, the press and radio, and others.



Following This Check List Of Systematic Maintenance Pays Generous Dividends

By ERNEST W. FAIR

● WHEN maintenance is done systematically with a well-worked out procedure, control of production is made easier, inspection work improves, materials and supplies are more easily conserved, time is saved, accident hazards are eliminated, fire protection is improved, cleaning costs are reduced, and plant morale is increased.

All of that is well worth going after in any printing plant. But these things cannot be obtained with haphazard methods. They require as careful planning and execution over the entire organization as we use in the financial operation of the business. Making certain that nothing has been overlooked calls for a definite system in maintenance checking and procedure.

The following paragraphs constitute a maintenance check list made up of the best features of a number of such check-lists as used by firms throughout the country; a list which can serve as an excellent guide for any printing plant management by making whatever modification is necessary to suit individual needs.

Building

1. Keep walls clear of temporary storage of wire, fittings, rags, and such.

2. Remove notices and posters from walls and keep only on centrally located bulletin boards.

3. Vacuum clean walls at least every three months.

4. Check of walls for reflective value in illumination at least once a year. Repaint when light reflective values drop low. Most local electric company engineering departments will do check illumination without charge.

5. Keep floors clean and in good condition. Cracks and breaks in floors should be repaired as soon as they occur, even under machines.

6. Make certain machines are not dripping oil or grease on floors. Provide catch pans if they are.

7. See that cleaning and rubbish removal is done daily and efficiently.

Plant Layout

8. Aisles and passageways should always be kept clear; the painting of stripes to denote areas in which clear traffic is to be maintained is advisable.

9. Make certain exit areas are clear; that emergency doors operate easily; that access to these exits can be obtained speedily and without chance of blocking.

10. Check all stairways at least once a week to make certain no structural faults have arisen, that they are kept clear of obstructions, and that dark areas are well lighted.

11. Drinking fountains should be washed and cleaned daily and a system of self-maintenance by employees made a part of the plant routine.

12. Dispensers of bottled drinks and confections should be set in areas where congestion will not affect plant routine.

13. Safety installations should be inspected at least once a week to see that they are in working order as well as clean.

14. Fire-protection equipment always should be accessible. Its accessibility should be a routine part of maintenance check-up.

15. Fire extinguisher contents labels should be inspected regularly and kept fresh.

16. Fire protection equipment should be included in the cleaning routine of the plant.

Equipment

17. Every major unit in the plant should have a maintenance record card and this card taken along on every check-up.

18. Dirt and dust accumulations should be removed from machines daily and thorough inspection made at least weekly.

19. Painted surfaces of equipment should be checked at least once a month to make sure paint still

protects metal surfaces and provides glare-proof surfaces.

20. Floor bolts of machines should be inspected monthly, for loose bolts result in excessive vibration with resultant damage and possible accident hazards.

21. Power leads to each unit of equipment should be looked over on every routine maintenance check and when the slightest sign of wear appears they should be immediately replaced.

Safety Guards

22. Guards on equipment should be checked not only for rigidity and appearance but given a close examination to detect the source of possible future breaks. Make repairs immediately when signs of breaks are discovered.

23. All tools and small units should be checked not only for their own condition but to make certain no one has the habit of leaving them around on machinery and heavy equipment.

Place for Everything

24. "A place for everything and everything in its place" should be a rule in every organization. See that this rule is followed.

25. Keep people in the plant aware of their part in day-to-day maintenance of every piece of equipment they are using.

26. Watch for broken, worn, and obsolete tools and equipment during every check-up. Make a record of these for immediate replacement by the department in charge.

General

27. Make certain that there are plenty of receptacles for scraps of all kinds in the plant and that these are being used.

28. Used rags and waste should be removed promptly for washing and reclaiming, because they always constitute fire hazards.

29. At least once each six months all electrical circuits should be checked closely, and replacements of worn parts or wiring made immediately upon discovery.

30. All out-of-season equipment should be inspected when idle (air conditioning in winter, the heating units in summer) because this is the proper time to make repairs.

31. A regular check-up of storage areas is advisable to make sure that good storage procedure is being followed by those responsible.

32. Outside of buildings should be checked for necessary repairs once every three months.

JACKSON & BELL COMPANY, of Wilmington, North Carolina.—Your blotter publicizing Wilmington's Azalea Festival is very colorful with its process color reproduction of a color photograph made of a beautiful azalea garden. Over-all varnishing adds still more brilliance to the print. This kind of advertising should help sell this outstanding floral event. From the typographical standpoint, while your blotter is neat and



Reflections

Humorous touch and refreshing art usually characterize covers of house magazine published by E. F. Schmidt Company, Milwaukee, Wisconsin. In black and brown on deep peach colored stock

readable, it would be enhanced by confining the variety of type faces used to two or three instead of the six different styles used.

KURT H. VOLK, of New York City.—Your presentation of the United Nations' Charter in book form made a very acceptable Christmas keepsake. Its 9- by 12-inch page size is impressive. Beautiful white heavyweight book paper adds richness. Bound in a marble-patterned paper over boards, and green leather,

The Inland Printer's

Specimen Review

By J. L. FRAZIER

Mark for the attention of this department printed items on which you desire criticism. Send in a flat package; do not roll. We regret that personal replies cannot be made by mail

the volume will find a well deserved place on the shelves of those thousand fortunate ones who received a copy of this limited edition. Anton Janson's type design of almost three centuries ago was an excellent choice for a book of this character. Decorative treatment is appropriately dignified and severe. The second color—a yellowish-olive—was possibly intended to simulate gold. Treatment of facsimile signatures to the historic document is interesting: Widely leaded, flush right, and printed in the second color, the names of the member countries occupy the left side of the page; opposite, flush left, and printed in black, are the signatures of the delegates of the respective countries.

York Trade Compositor



August 1948

Volume 17 • Number 12

Vacation theme cleverly depicted in sketchy type of illustration. In black and cool blue on ivory laid antique stock. Type (modern sans-serif in light weight) in keeping with spirit of booklet

TIMKEN VOCATIONAL HIGH SCHOOL, of Canton, Ohio.—Your 1949 calendar designed, cut (from linoleum blocks we presume), and printed by students is one of the nicest jobs that has come to us from a trade school. Not only is the block cutting well done, the type (Garamond Old Style and bold) well chosen and neatly used, the choice of colors pleasing, and the presswork commendable—but the careful thought and planning which



OTHER PRINTINGHOUSE CRAFTSMEN are customarily designated by specialty, whereas just plain "printer" usually means "compositor." Reasonably enough, it seems to us, for no printed piece can ever be better than the composition. Our customers especially like our skill and intelligence in interpreting a layout, our choice of fitting types when this is left to our discretion, and the way we make the final product reflect the smoothly promissory lines of an elegant "comprehensive."

Printing Typographers

Norman Press

515 NORTH DEARBORN STREET • CHICAGO
Phone WHitehall 4-1220

Unusual illustration attracts attention to copy which "sells" idea that "no printed piece can ever be better than the composition." Decoration is brown and golden yellow; type is black

surely preceded actual work must have been considerable. Illustrations, printed in three colors on colored heavy card stock, are all significant and tie in closely with the month. An appropriate quotation or poem accompanies each picture. Each month's calendar is printed on a different colored back, punched at the top, and tied with gold cord. All of the Timken Vocational High School students who had a hand in the production of this piece can rightly be proud of their commendable efforts.

JENSEN PRINTING COMPANY, of Minneapolis, Minnesota.—The story of the progress of the Jensen Printing Company, growing with the city it serves—Minneapolis—makes interesting reading. Actual photographs taken in 1905, the year your firm was founded, contrast strikingly with present-day views of such subjects as public buildings, downtown thoroughfares, fire-fighting equipment, and the telephone. Pictorial presentations of today's Jensen facilities are impressive. Layout of the sixteen page, 9- by 12-inch book is fresh and modern. Orange and deep brown (instead of black as is usually used) is a pleasing color combination. We like your selection of an ultra-bold sans-serif type for headings, but feel that a better choice of body type than Baskerville (which is excellent in an appropriate environment) would have more fittingly complemented the big bled halftones which illustrate the book.

KEYS PRINTING COMPANY, of Greenville, South Carolina.—You have capitalized on your firm name in your recent blotter advertising piece which features a big keyhole in a broad expanse of black bleeding off the page on three sides, through which one can see a "keyhole" view of your modern plant exterior. Printed in blue, this halftone from a photo contrasts well with the black area surrounding it. Reverse bands of blue along one end of the black panel, bleeding off the page, and listing your services, make an effective, modern looking promotion piece.

W. H. GRIFFIN, of Toronto, Canada.—An autobiography of a printer's devil, "Three Score Years and . . . So What?"—being a recounting of your interesting and varied personal experiences in the graphic arts over a period of more than half a century—presents some thought-provoking philosophy in attractive book form. Well drawn and pointed cartoons illuminate your inspiring story of a man who at sixty-five "started at quitting time." From the appearance standpoint, display type in Barnum is fitting. Bookman, generously leaded, serves well as a body type, particularly on the uneven surface of a quality, laid antique finish book paper. Such little points as printing the symbolical illustration of the "devil" in a fiery red add charm.

L. J. CHRISTENSEN, of Ogden, Utah.—Die-cutting in circular form your blotter titled "Our service hits the spot" adds impact to your advertising message.

Peace on Earth



The Friendly Adventurer

CHRISTMAS 1948

Birmingham and Prosser Company's Christmas issue of house magazine. Chicago paper merchants used own wares—white stock with red deckle. Green and black printing achieves holiday look

CHARTER OF THE UNITED NATIONS



A red arrow pointing to the bull's eye in the center, which is a reproduction of your trade mark printed in green, further heightens the effect. Die-cutting never fails to get attention.

MIRELES PRINTING COMPANY, El Paso, Texas.—On the thought which Rudyard Kipling took from the Scriptures: "I kept my light a-shining a little ahead of the rest," you have built an attractive little advertising booklet with a very timely message. Its theme in fact coincides with the gist of the leading article in this issue of THE INLAND PRINTER. You present the point well when you say "During a period of business adjustment many firms neglect to keep their light a-shining—neglect cultivating new customers and retaining the friendship, confidence (and business) of their old—in other words, neglect their advertising. The business that waits for 'normalcy' to return before beginning to advertise will be left in the dark. If you want to get your share of business in the normal tomorrow, begin now to lay the foundation by advertising to old customers and logical new prospects. You must keep your light shining a little ahead of the rest. Now is the time to light your lamp." Well put and nicely presented in a neat miniature book with a golden yellow jacket printed in silver and brown—a seldom seen but certainly not unpleasant color scheme.

STEVENS & WALLIS, INCORPORATED, Salt Lake City, Utah.—"Colorful" is the outstanding feature of the recent series of blotters you prepared to promote your advertising and printing services. Individual colors—such as dull blue-gray, mauve, yellowish-olive, cerise, *et cetera*—are interesting; the combinations are striking as is desirable in direct advertising pieces of this type. We have two suggestions to make which would be definite improvements. One is to reduce the amount of copy used on most of the pieces, or allot more space to it, so that it will not have to be set in too small a size of type or uncomfortably crowded. The other is to make sure that the color in backgrounds or in decoration does not mar the legibility of the reading matter. One example is the blotter in which an over-all pattern formed by repetition of your trade mark serves as a background for the type matter. In another design,

Title page of keepsake book designed by Kurt H. Volk, New York City. Type in black; decoration color simulates gold. The Weiss initials add distinction

broad parallel stripes run diagonally across the copy, making reading and comprehending it rather difficult. Your copy is good, and your message important—be sure your customers and prospects read it.

LEWIS SECHRIST, of Compton, California.—Printed in deep red-dish-brown on coffee colored, laid, antique finish stock, the announcement you designed for Mytinger & Casselberry scores a point with its pleasing color combination. Type—a modern script face combined with sans-serif italic—is also a good selection. To carry out the modern motif, you have used an off-center informal arrangement of display and body type. Your decision to do this was logical but the effect would have been better if you had not carried the idea quite so far. Instead of moving the head-

calendar which is designed for hanging on the wall. And since business is not generally transacted on Sunday, you evidently concluded that this day need not appear on your business calendar. The colors, gray, gray-blue, and a touch of orange-red, combine well and should "wear" well throughout the year-long life of the calendar.

GEORGE S. WAITE, Hayes, England.—The Compositors' Dinner Program you designed is neat and modern in appearance, and is lively with its colors of golden-yellow, black, and red on white dull-enameled stock tied with a red ribbon. Legend type for display and Garamond for text is a pleasing combination. Just one slight change on a single page would have made the piece nearly perfect: Garamond italic lower-case letters lose their charm and



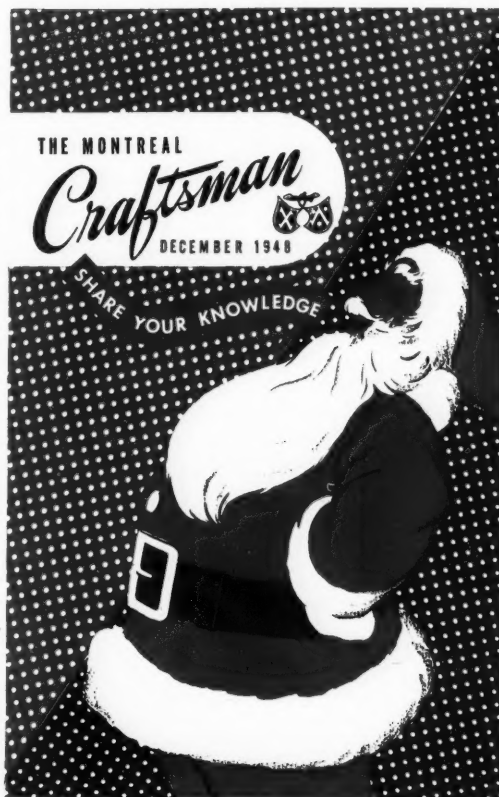
Bold poster treatment makes effective cover for announcement issued by Chicago Society of Typographic Arts. Reverse panel at left and letters sta are in orange in original. Bands are in black. Orange panel on succeeding pages achieves continuity

ing far to the left and the block of type to within almost a quarter of an inch of the right-hand edge of the sheet, leaving a little more side margin would have helped. Also, reducing slightly the wide leading between lines would have eliminated the feeling of crowding at the top and bottom of the page. "Tempered" modernism is more generally acceptable and attractive.

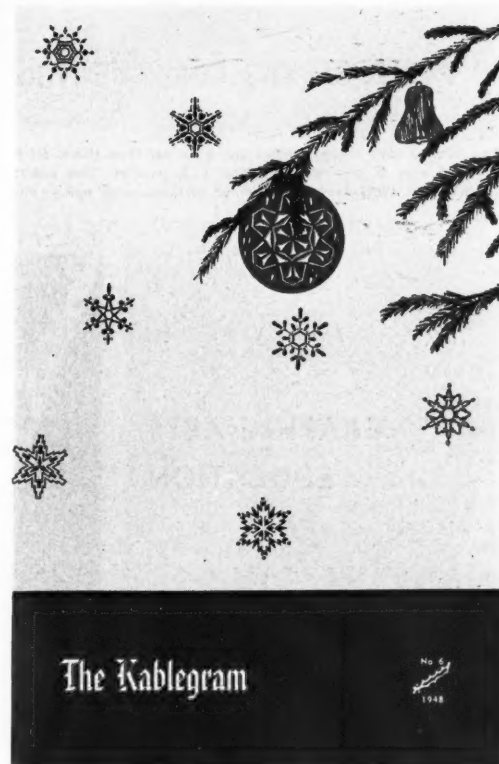
ALFRED TACEY, LIMITED, of Leicester, England.—Your 1949 calendar has two uncommon features: (1) It is a wall memo calendar, and (2) it omits Sundays. Desk memo calendars are of course common. And many wall calendars, with no space allowed for notations, are cluttered with an array of penciled-in hieroglyphics—so it certainly seems logical to have a memo

legibility when too widely letter-spaced as they were here for some not apparent reason.

VALTER FALK, of Stockholm, Sweden.—Your holiday greeting folder is quite unlike most pieces of this nature with which we are familiar in the United States. Your theme of a sincere, old-fashioned wish is illustrated symbolically by simply the letters ABC set in an old Swedish type design which dates back to 1825. Colors too (brown and black on a grayish-green) are out-of-the-ordinary for this sort of piece. In the United States, red and green are traditionally holiday colors; white, silver and gold are also associated with the Yuletide. Today, holiday greetings take many varied formats, but it is of course always the spirit that counts.



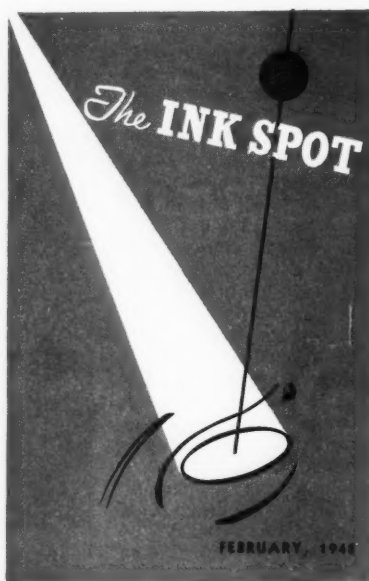
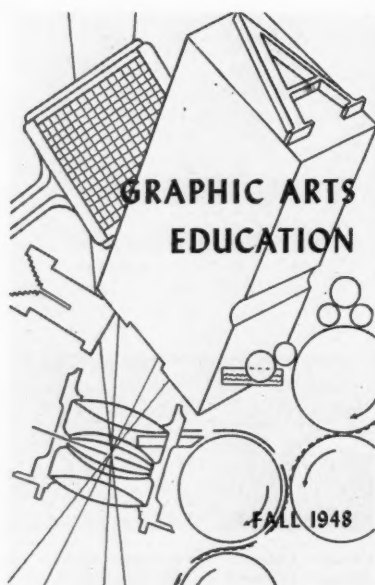
Christmas red, Christmas green, old St. Nick himself unmistakably identify this colorful design as holiday cover of house magazine



Snowflakes, pine boughs, Christmas tree ornaments decorate holiday house organ of Kable Brothers Company, Mount Morris, Illinois



Few devices carry more human interest appeal than actual action photographs. 1955 football material pictured here is grandson of Editor J. L. Frazier. This outstanding employee publication in public service field capitalizes on power of pictures—and makes liberal use of them throughout booklet



LE ROY A. BARFUSS, of Montreal, Canada.—It's a pleasure to again see some of your refreshing, modern work. Although all of it is good, one piece which particularly impresses us is the "before and after" comparison of annual reports for the Power Corporation of Canada. The "before" example is the one-color stock type with rule borders and a mass of uninterestingly presented facts and figures. Your "after" version takes these same facts and figures and, with a deep buff second color, bold pictorial and decorative treatment, clever charts, clean-cut layout, and neat typography presents a



Black and white, sans color, can achieve striking results if expertly used as in this simple but effective calendar blotter. Snow and white bark against black winter sky need no color

very good looking, inviting-to-the-reader annual report. Another outstanding example is the stationery for a commercial photographer highlighted with a symbolical illustration of the photographer's hand, thumb about to squeeze the shutter release, and extension cable extending upward until it bleeds off the top of the page. Very cleverly handled.

Publication of Rochester (New York) Institute of Technology uses composite of familiar objects in graphic arts printed in medium green for background; title in dark green; tan stock

Paper is "part of picture" in modern house magazine cover design by Buehler Printcraft Company, Cleveland, Ohio. Background is orange with name in white; balance of design is black

By Eugene St. John



THE PRESSROOM

Questions on pressroom problems will also be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential if you so desire and declare

PLASTIC-COATED COVER

Will you give us some advice on the printing of the enclosed menu? Our layout department discovered the plastic-coated cover we are sending you and thought we could produce a better and cheaper job on it. Our local ink-maker maintains that we can get a good white ink on this green cover (perhaps running it through the press twice), and that the red form can be printed successfully over the white ink, and also that a good vermilion red will show up red on the green, that is, that it will not be brownish red. As our pressroom foreman does not agree, we would like very much to have your opinion. Also, how much spoilage should be required on such a job—how many extra pieces should be allowed for makeready and how many for running one hundred copies in three colors? If run in one color only, how many extra pieces should be allowed for spoilage? Can't a stock of the same weight be used for much of the makeready? Our pressman says that on a run of one hundred he should have twenty-five pieces of the same stock for each makeready and two for spoilage. Is this correct?

The most important factor in printing on plastics or a plastic-coated cover paper is getting the correct ink for the plastic involved. The two common ways of proceeding are to give the inkmaker a few samples of the cover, along with the artist's copy, and have him pull proofs to be submitted to the customer; or get the correct inks from the ink-maker and pull the proofs in your own pressroom.

A special ink for each particular plastic is needed because the ink must be formulated to adhere to the plastic. With the plastic on the cover in question, adherence is attained by formulating the ink to amalgamate with the plastic and become a part of it, so that the ink cannot be removed from the cover without removing the plastic itself.

Makeready is the same as when printing on a hard-surfaced cover paper of the same caliper as the plastic-coated sample. After makeready two or three pieces of the stock are sufficient to get the okay to run.

There are two types of plastic-coated cover papers widely used: one is laminated with cellulose acetate, the other with pyroxylin. After research and experiment, the ink-maker has worked out a very good ink for each of these plastics.

With some modification the base of the ink for printing on cellulose acetate is also used for printing on acrylics and vinylite, the last a plastic which the printer is often asked to print upon today.

PRINTING ON FOIL

We are enclosing a piece produced by the rotogravure process on foil in multicolor. As far as I can ascertain there is no other process for obtaining exactly the same result on a job of this kind. However, we are wondering how close this piece could be approximated if run on a multicolor letterpress machine.

For reliable information consult the manufacturers of the letterpress machine you expect to use. They are in touch with printers who can most closely approximate sample and can obtain samples for you.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

EQUIPMENT WANTED

The *Stars and Stripes*, European Edition, needs the following equipment promptly: rotary press, 32 pages, printing in three colors excluding black, with corresponding stereotype equipment; Elrod machine, preferably all electric; make-up tables (turtles); composing room equipment such as overheads, dump tables, space material racks and cabinets. Both new and reconditioned items will be considered. Quotations should include cost of packing and shipping to New York, thence to Frankfurt, Germany, via Bremerhaven, Germany. Address Elmer D. Frank, Production Supervisor, 7744th Stars and Stripes Unit, Hq., European Command, APO 175, Frankfurt, Germany.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

STREAK ON SOLID PLATE

We are enclosing samples of a cover job which we experienced trouble in running. The first side was run late one afternoon and backed up the following morning. The same ink was used on both sides. The form rollers are in good condition. We started at 3500 i.p.h. but when a streak appeared on the solid we cut the speed to 2400. The streak is still there but we continued to run the first side in this manner. Page B was run the following morning at 2500. Notice the pronounced streak. Page C was run after B at approximately 1250 per hour. The streak is apparent but we finished the job by adjusting the belt tension by hand so that it just turned the cylinder over. We tried resetting the rollers and removed one sheet from the packing and placed it under the form without improvement. We believe this streak was caused by cylinder running loose due to wear. Or was the trouble caused (or increased) by cold rollers and the soft tint ink made from mixing white and halftone ink?

The two principal causes of the streak are insufficient pressure with overlay on the solid, and shrunken rollers caused by low temperature.

AUTOMATIC SLUG CHANGER

Please send us any information you may have regarding an automatic slug changer. We are going to print a name and an amount in two different locations on a single piece of copy and need a device which automatically changes the slugs on the press.

Around the turn of the century when the imitation typewritten letter was a favorite form of direct mail advertising, a slug changer was part of a device for turning out facsimile imitations of typewritten letters. The device failed to catch on and manufacture was discontinued.

While an automatic slug changer is not on the market, slugs may be changed without removing the chase from the press by means of the little bullet locks for sale for a few cents each in hardware stores. These are placed in the furniture around the form and serve in lieu of the regular quoins ordinarily used.

DECALS

I am an instructor of printing and every so often the question is popped, "How are decalcomania designs or transfers printed?" Can you give me information concerning this work? Is it a form of printing? How is it done? Is it a patented process? Who are the leading companies doing it?

While decals may be produced via other processes the highest percentage is done via offset-lith and lithography. The process itself is not patented. Like other transfers, the chief function of decals is identification of a product, which has been called half the business battle because production is impotent and advertising wasted unless a product is easily identified by the public.

Decal transfers are widely used for the reproduction of trade marks, brand names, and other data upon packages of glass, metal, plastic, or wood—any type of container which permits either the product itself or the surface of the package to serve as a background for the lettering or other decoration. This process of applying labels to containers permits the use of multicolor and the attainment of highly decorative label effects. Once it is properly applied, a decal becomes a permanent part of the surface, withstanding cleaning and considerable wear.

The effectiveness of decals is displayed, for example, on cosmetic products, imparting an air of distinction and look of costliness to the package.

Most decals are today produced by either one of two methods: first, the process wherein the image is transferred directly upon an object; and the second, wherein the entire film is first slipped off the paper onto the surface selected.

In the first process all the colors are printed in the reverse order of sequence. The color printed first shows up as the last color when it is transferred, because of the image being transferred directly from the printed impression to the object. This work requires special decal paper sized with a water-soluble coating. The colors are printed in reverse order in relation to their appearance on the object and the last impressions are the ground, two impressions of opaque white.

In the second process, the opaque white is printed first and the colors follow in regular order of sequence as in most multicolor printing.

Lithographic plants specialized in this work for many years and lead in the decal field, but in recent years letterpress printers have engaged in decal printing with rubber plates.

NO. 2 IN A SERIES OF SUGGESTIONS ON

How to Avoid SET-OFF

★ When you encounter offsetting of ink from one printed sheet to the next sheet delivered, remember that a few minutes of thoughtful investigation may be worth more than hours spent in a trial-and-error attempt to solve the problem.

If you have determined that the stock being used is the correct one for the job, another vital point to check is: DOES THE JOB HAVE THE BEST POSSIBLE MAKEREADY? Ink-makers' service departments report that improper makeready is a frequent cause of set-off.

In an attempt to make up for lack of impression in parts of a form, some pressmen run ink extra heavy to fill in "broken" spots. This overloading of adjacent areas, which do have the proper makeready, results in set-off.

Occasionally too much impression is used, causing ink to be squeezed out around the edges of the printing surface. The following sheet rests on this "bead" and set-off occurs.

Oftentimes solids are not given sufficient impression, but are made to print solid by the running of an excessive amount of ink which usually causes troublesome offsetting.

—Courtesy E. J. Kelly Division of
Sun Chemical Corporation, Kalamazoo

PRODUCTION OF POSTAGE STAMPS

Would it be possible for you to put me in touch with manufacturers of machinery for the production of postage stamps, who not only make the necessary presses and transfer apparatus for printing stamps by the process of steel engraving, rotogravure, and so on, but would also be prepared to tell me something about them and supply illustrations? Several approaches made by me to manufacturers have led to brusque rebuffs on the score of "secrecy." Would United States manufacturers co-operate?

There is no secrecy about the manufacture of United States Government postage stamps. If you can furnish the proper credentials, information may be obtained from American manufacturers of equipment used. After all, postage stamps are akin to currency.

CARTON AND TICKET EQUIPMENT

We have been referred to you concerning inquiries we had made for a machine for printing, scoring and folding cardboard into cartons, and a machine for printing and perforating tickets for busses, theaters, and so forth, and also for assembling these tickets into ticket books.

There is a considerable variety of presses for such work, of different sizes and employing the three principal printing processes. The choice for cartons would depend largely on the sizes of cartons, and for tickets on how much time would be allowed to fill orders and re-orders. Machines are available which can meet every requirement.

ESTIMATING SLUG MAKE-UP

We are particularly interested in estimating the cost of make-up of slug matter or slug matter and hand matter combined, as used in no end of run-of-the-hook jobs, and shall appreciate your directing us to information of this phase of estimating.

You might consult your local master printers' association to advantage on these costs.

Make-up is included in the price of hand-set matter. In slug make-up, spacing time is the same regardless of the length of the slugs so a vertical inch charge is used, with a unit charge per column. Based on \$4 per hour; 25 cents per column plus 2 cents per vertical inch if solid (not hand leaded); 4 cents per vertical inch if 10-point or larger, hand leaded; 6 cents per vertical inch if 8-point or 9-point, hand leaded; 8 cents per vertical inch if 6-point or 7-point, hand leaded; 4 cents per vertical inch ordinary display; 6 cents per square inch, careful display. For matter containing slug heads and subheads requiring spacing, charge as for display. If there are several in a column, charge as hand-leaded matter of the body size measuring the full column length.

Display slug ads, in mitered borders, several to the page, charge for each as a column, 25 cents plus the vertical inch charge for display. For collating several such ads and spacing to fill the page, charge 10 cents extra per ad. Matter in more than one column, charge for each column. For butted slugs, add 50 per cent to single-slug price. For slug run-around a cut, charge additional 25 cents per column concerned. If slug matter is not furnished collated in proper order, charge 5 cents per insertion. Running heads, single line, and spacing, charge 10 cents; for same with rules, charge 20 cents. For folios, charge 10 cents.

ADVANCED ROLLER MAKING

Fifty years ago the visitor in a printing or lithographing plant saw just three kinds of rollers: the standard composition roller of letterpress, which has no superior when in perfect condition, and the leather ink, and flannel or molleton water rollers of lithography. Anyone who ever conditioned a set of leather rollers will never forget the experience.

Then came rubber rollers for letterpress and offset-lith, vulcanized oil and synthetic rubber rollers for both processes.

Especially on high-speed newspaper presses were rubber and synthetic rubber rollers desirable since they could be used for long periods without wash-up, were not susceptible like composition rollers to at atmospheric changes, and could be reground and crowned as needed.

Synthetics yield excellent offset-lith inkers that stand up to oil inks, high speeds, and long runs. Soft dampening bases, properly beveled for easy, speedy application of aquatex, seamless cotton knit sleeve, and molleton mark an improvement in the water system of the offset press.

Plastic rollers are contesting metallic rollers for a place in the ink distribution on offset presses.

Aniline presses, which appeared in this country first between 1920 and 1930, had crude wooden cylinders and other equipment in keeping. Today one may secure plate cylinders made to precision measurements from synthetic compounds developed especially for this fast growing process. These cylinders can be had with or without fabric inserts for engraving and they give sharp lines without crumbling or chipping. Aniline press rollers are made with accurately controlled diameters for gear-driven multicolor mill-roll and rewind presses in a variety of hardnesses, compounded to resist alcohol, acetic acid, or naphtha base aniline inks.

The high-speed letterpress rotary presses, using aniline, heatset, and linseed-base inks required cool-operating, soft, precision inking rollers which permit the highest rate of speed, and of correct softness to bring out good prints on all types of regular and special letterpress machines. Synthetics filled this need.

While rotogravure does not employ inking rollers, it does require a synthetic impression roller made of pressure-resisting, resilient compound firmly knit to steel, designed to avoid crazing or cracking and able to help the web lift the ink from the cells of the press cylinder effi-

ciently and smoothly. Doctor rollers are also covered with a synthetic.

Soft varnish, lacquer, and glue-applying rollers for putting on economical coatings of uniform thickness, and rollers for applying special finishes used in coating materials other than paper are also made from synthetics.

Synthetic rollers are displacing cast-iron rollers formerly used to apply a coating of glue on plywood and veneer. The synthetic roller gives efficient distribution of a thin film of glue, including hollows in cross-banding, without breaking, chipping, or leaving ridges of glue, with 30 to 60 per cent glue saved.

Special synthetic rollers have been developed for rotary bread-wrapper presses for either hot or cold waxing by dry or water-bath process. Rollers are held to close tolerances and compounded to hardnesses needed in the particular plants. These waxing rollers are precision ground or crowned to close tolerance.

PENCIL-PRINTING PRESSES

I would like the name of the maker of a press for printing lead pencils.

There are several manufacturers of presses for printing on rounded objects in both single and multicolor.



Five Major Points Should be Thoroughly Covered in Order to Properly Identify a Press

—Courtesy "American Pressman"

An almost endless array of names and terms are employed to identify presses. This can be very confusing, cause serious delay and sometimes costly errors.

A roll-fed press may mean: A web-fed rotary newspaper press, a web-fed flatbed newspaper press, a web-fed rotary magazine press from two to ten colors, a web-fed platen press, or a web-fed specialty press.

The best approach to use in correctly identifying a press is to consider those points which actually make one press different from another, such as (1) kind of press, (2) kind of feed, (3) kind of delivery, (4) make, and (5) size.

The "kind of press" classification can be broken down into three general divisions: (1) kind of printing unit (platen, flatbed, cylinder, direct rotary, offset rotary, aniline, and gravure); (2) kind of work (newspaper, magazine, book, job, bags, bread wrappers, and so forth); and

DIES FOR ENVELOPE MAKING

We would be grateful to learn where adjustable dies for envelope-making can be obtained.

Presumably you have noted that these adjustable dies are for use on a rotary envelope-making machine and for making special envelopes. The ordinary envelope factory seldom has need for adjustable dies. The blades may be obtained from cutting die makers.

As you are located in a distant country without envelope-making machine factories, if you have a rotary machine, we advise that you consult the manufacturer as to the most convenient source of supply of blades for adjustable dies.

PHOTOGELATIN PRINTING

Some time ago I noticed an article in THE INLAND PRINTER on the photogelatin printing process in which I am very interested. Perhaps you might be able to secure further details for me, or recommend where I might be able to obtain information myself.

Whether there is a collotype plant in the Dominion, we do not know but you can find out from suppliers of ink and other items to offset-lith plants. Collotype is akin to both offset-lith and gravure. Plants nearest you are in New York City.

(3) number of colors. Presses are further identified by the number of colors or impressions they print at one time, such as two-color, or five-color. A press that prints two colors on one side of the stock and five on the back-up is called a "two and five."

There are two kinds of feeds employed on printing presses: sheet feeds and web feeds.

There are three kinds of deliveries used on presses: sheets, rewound rolls, and folded signatures or completed jobs (done on "perfecting" presses).

The manufacturer's name aids further in identification. Press size, such as 12 by 18 inches, immediately establishes the sheet dimension capacity of the press.

So if you want to accurately describe a press without the possibility of omitting some essential information, cover the above five major points of identification as thoroughly as possible.

SOAP JELLY TESTS

An interesting light on requirements for soap wrapper inks is furnished by this extract from a letter from a printing plant in India to an American inkmaker. "... Our soap makers now make their tests on our printed wrappers as follows. Soap Jelly Test: About 40 grams of soap are mixed with 200 c.c. pure water and this solution is heated up to 70° to 80° C. This solution is well stirred and then cooled to 45° to 50° C. In this solution the printed matter with or without wax is immersed and kept for at least eighteen hours. After eighteen hours the wrapper is taken out and washed with pure water without any pressure. Caustic Soda Test: Two per cent of caustic soda is mixed with 98 per cent pure water and well stirred. The printed wrappers are immersed in the solution for about half an hour. Wrappers are taken out and results noted."

The soap jelly test would be most informative if the soap contains essential oil as many kinds do. Inks may be fortified against a reasonable percentage of alkali but unknown essential oils present a more difficult problem. Oil of pepper and oil of cedar have produced astonishing changes in printed matter produced without knowing exposure to these oils would follow printing.

REGISTER-PRESS CAPACITY

We are interested in two-color work on halftones on a single-color press and are wondering if our rebuilt — press will register closely enough on duotones. We are in need of a larger cylinder press and the one we have in view may not be quite large enough, within an inch or two, to take in chase the largest form that we must run on our magazine.

Tune the rebuilt press up for register and on a single-color job or two, put a sheet through twice at intervals to test the register, always running at same speed when making the test.

If you do not want a larger press than the one in view, a way around is to plate the forms, equip with patent metal base, and lock up against the bed bearers.

MAGNESIUM PLATES FOR URUGUAY

We have read about magnesium plates and we would like more information about them. Particularly we would like to learn the details of the etching operation.

The so-called magnesium plates are made of an alloy. Consult the firms which prepare the plates for the photoengraver about details of the etching operation.

MULTIPLE BILLING FORMS

We'd like your comments on the production of business continuous forms. We are particularly interested in answers to the following: Requirements as to paper, equipment, space, and personnel; Costs; Names of manufacturers of equipment for this purpose; Possible transgression of patent rights in doing such printing.

For the latest reliable information we are referring you to the suppliers of such equipment for this work as is on the market. Some of the mammoth plants in this field make their most productive machines, both presses and collating machines, a practice which began with the birth of this great division of the printing industry in the second decade of the present century.

QUESTIONS IT'S A QUIZ

Answers to the following questions have appeared in the pages of *THE INLAND PRINTER* and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 73?

1. All type faces are screened in the process of (a) letterpress; (b) offset-lithography; (c) gravure.
2. Printing from the oldest known wood blocks in a long "press" run was done in (a) Germany; (b) Italy; (c) Japan; in (d) 770 AD; (e) 1450; (f) 1490.
3. "Modern" type faces were first designed by (a) Jensen; (b) Caslon; (c) Garamond; (d) Baskerville; (e) Bodoni.
4. Cairo, the square serif, is available on the matrices or type made by (a) Intertype; (b) American; (c) Monotype; (d) Ludlow.
5. A 5-em and a 4-em space together are (a) larger than, or (b) smaller than, or (c) same size as the en quad.

Associate the graphic arts term at the left with the most suitable word listed at the right:

- | | |
|-----------------|-----------------------|
| 6. Star wheel | a. Platen press |
| 7. Wedges | b. Folding machine |
| 8. Plates | c. Stereotyping |
| 9. Ben Day | d. Linotype-Intertype |
| 10. Flong | e. Monotype |
| 11. Crossbars | f. Photoengraving |
| 12. Gudgeons | g. Lock-up |
| 13. Spaceband | |
| 14. Matrix case | |

By R. Randolph Karch

COMPARISON OF PAPERS

Attached find samples of printing on our rotary roll-feed magazine presses. For some time we have been having trouble with the paper we are using, sample B. We therefore secured a sample roll from another mill and you will notice the printing on their sheet, A, is superior in every way. We would like an opinion why B does not print as well as A. Is there anything we can do to improve the appearance of our magazine on B even though it is not the best obtainable?

The printing on both papers is good. A is closer to white than B, is more nearly opaque, and has better formation as shown by look-through. Both papers being comparatively thin as is usual with those used for large circulations, whiter sheet A reflects more light than B, the more opaque sheet A is less grayed by the print on the reverse side of the sheet and cloudy areas visible in formation by look-through, consequently the magazine looks better on A.

There is no way to improve the appearance of the magazine on B. The improvement would have to come by substituting a paper like A.

DRY OFFSET

Our class in printing management is gathering all available information on new printing processes and equipment. We would like to obtain information on dry offset press and process. Do you have any material of this nature or can you supply names of firms handling dry offset?


Dry offset, as the term implies, is printing on the offset press without Adam's ale. The process is undergoing research and development. In its latest phase bimetal plates are utilized. The same suppliers cater to firms engaged in dry offset printing as well as those following the regular procedure. We are sending names of suppliers and that of a plant in which dry offset has reached its highest development.

EDGE-GUMMING MACHINE


We have an inquiry for an edge-gumming machine made in Germany. We are wondering if you have ever heard of this machine and if there is an American version of it.

This machine was formerly sold in the western states by a bookbinders' supply company, which informed us that the plant apparently was wiped out in World War II. After thorough search, neither plant nor personnel can be located—a fate shared by a number of European plants. If an owner of this machine now wants a replacement part he may get a machine shop to make pattern and part, which is rather costly.

Precast concrete marine structures



SWINERTON & WALSH and BEN C. GERWICK, INC.
SAN FRANCISCO, CALIFORNIA

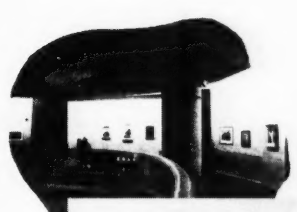


The simple hereafter will be produced on one of our Duplicator that gives Maximum speed and size 14 1/2 maximum magazine size 14 1/2. These simple will produce a wide range of advertising literature where a good quality is desired but where the nature of the work does not justify expensive devices in making printing plates.

WALLACE KIBBEE & SON 144 CALIFORNIA STREET, SAN FRANCISCO

EXHIBITION OF WATERCOLORS
STANDISH BACKUS JR.
JOSEPH KNOWLES
GEORGE POST

DECEMBER 2 TO DECEMBER 27



517 ala

MURIEL KARPf

1400 JONES STREET • SAN FRANCISCO
PHONE: PROSPECT 5-6876


MANUFACTURERS REPRESENTATIVE

EXHIBITION OF OILS AND TEMPERA

from the northwest
GUY ANDERSON
KENNETH CALLAHAN
WALTER ISAACS
AMBROSE PATTERSON
MARK TOBEY

of san francisco
HASSEL SMITH

January 6 to January 31



ROTUNDA GALLERY CITY OF PARIS
BEATRICE JUDD RYAN, CURATOR


517 Sansome
is the new address of the
Independent Advertising Artists
Alan Kirth
Jim Forman
Arnold Gonzalez
Blom Atkinson
Jack Callahan
Louis Macmillan
represented by
Henry Glover
DHuglas 2-7011
DHuglas 2-7097

fresh! Crisp! Sparkling! Layouts and typographical designs that are decidedly not commonplace are typified by these printed pieces designed by a number of San Francisco artists and produced by Wallace Kibbee & Son of that city. Black and white reproduction does not, of course, do justice to designs in which out-of-the-ordinary color combinations are an enhancing factor—as in the Muriel Karpf business card (reddish brown and pale blue) and the holiday greeting folder below (in a deep pink and a warm brown on ivory stock).

exhibition

abstract paintings
jean varda
ruth arner
maria gleason cruss
andré marescau

wire forms
ernest mundy
april 13 through may 8



rotunda gallery • city of paris
beatrice judd ryan • curator

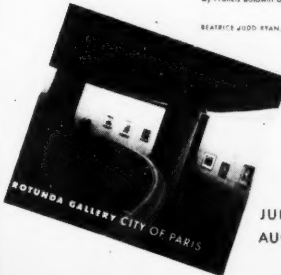
EXHIBITION

paintings by French and American Artists, including
Vlaeminck, Dufy, Laurencin,
Milton Avery, and Davis Rosenthal,
from the Stephen Sloggy Gallery,
New York

watercolors, gouache, and
oil on paper by
French and American Artists
from the Binet Gallery,
New York

gouache
by Francis Baldwin of San Francisco

BEATRICE JUDD RYAN, CURATOR



ROTUNDA GALLERY CITY OF PARIS

JULY 14 TO
AUGUST 15

Christmas
Greetings

TO

1948



Evolution of a Layout

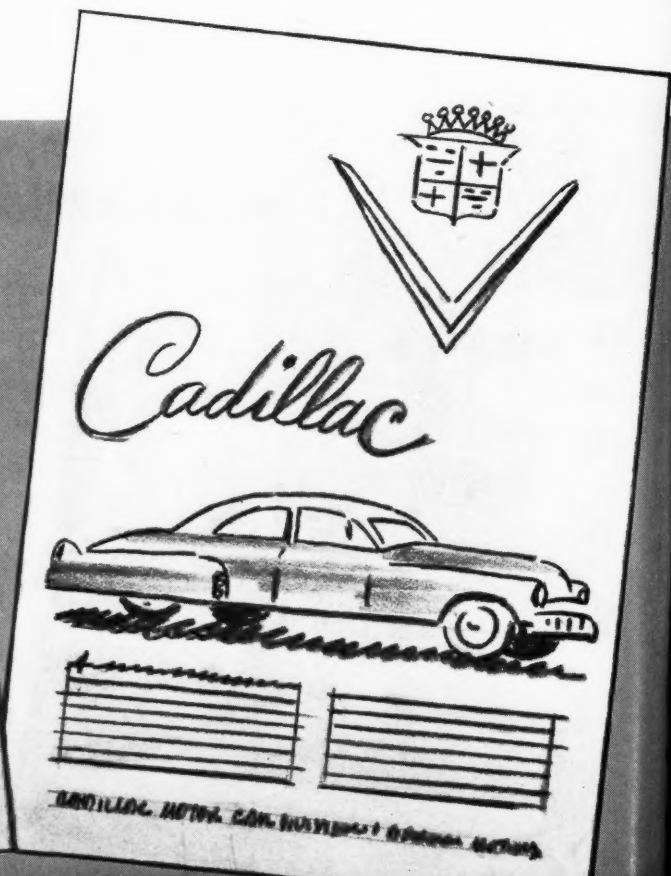
• THIS is not for the experts. This brief treatise on the evolution of the layout is for newcomers to the profession and those already in but struggling to acquire the technique. One common fault found in the efforts of embryo layout men is the failure to recognize the importance of and make good use of the invaluable "thumbnail" sketch. Almost every excellent layout ever conceived was probably preceded by dozens of these miniature quick sketches.

Thumbnail sketches accomplish a number of important objectives such as (1) Putting into graphic form mental flashes of illustration, layout pattern, *et cetera*, ideas that may be good but fleeting; (2) Enabling the designer to see at a glance obvious faults in arrangement; and (3) Permitting a

comparative analysis of numerous ideas, and the selection of the best points of each to be combined into the final effort.

Thumbnail sketches can be rough, no more finished than those examples exhibited above and to the right. Make them small, but in proportion to the space the finished layout is to occupy. Indicate variations in tones of the illustration, background, display lines, block of copy, *et cetera*. If the layout is to be in color, use color in the preliminary miniatures.

When a suitable arrangement has been arrived at, make a rough sketch of the idea full size. If only a working layout is required, perhaps this will suffice. Otherwise one more step is involved—the execution of the comprehensive layout.



H. B. Rouse & Company Looking Ahead to Second Fifty Years

● THE GAY nineties were drawing to a boisterous close when a quiet inventor named H. B. Rouse formed a small company in Chicago to make and sell his newly designed composing stick and lead and rule cutter. Now it is a large company celebrating its fiftieth anniversary, looking proudly back on its history as well as forward to its second fifty years.

"H. B. believed anything made could be improved," recalls Walter

a galley of different measure slugs in thirty-five seconds—something hitherto unheard of. A new type mortiser eliminated old dangerous methods; it mortised type properly, yet left unchanged the normal appearance of characters. Rouse engineers also originated new line gauges for specific needs.

"Many dealers who signed up in 1899 are still handling our products. Fifteen per cent of our dealers have been with us for thirty years or more; 81 per cent for more than ten years. We give them great credit," says Harry Knoll, president and son of one of the founders.

In looking back over the history of the firm, Mr. Knoll remarked, "One-third of our employes have worked for us for more than thirty years, two-thirds for more than twenty years. Employee stability like this helps create greater manufacturing efficiency and better made products."

"The biggest problem facing the printing industry today is tremendously high labor costs," Mr. Knoll declared. "In fact, all fixed costs have soared to the point where it is not only profitable but absolutely imperative to mechanize all possible operations. Many plants are reducing labor costs by installing duplicate equipment to cut down expensive time spent in walking to and from machines. With the duplicate equipment, no man ever need walk more than a step or two to do his job, nor waste valuable time waiting for another man to finish with a machine. One set of power tools is provided for every two printers; one set of hand tools for each printer. Worn-out or obsolete hand tools are replaced. The cost of this extra equipment has been justified by lower operating costs and higher profits."

"Through the past fifty years our company has made it a policy to stand back of our products and price reasonably. It is a policy to which we attribute, to no small extent, our survival and growth through half a century of varying economic conditions. It has paid off in the way our business and backlog have held up. H. B. Rouse & Company keenly anticipates its second fifty years."

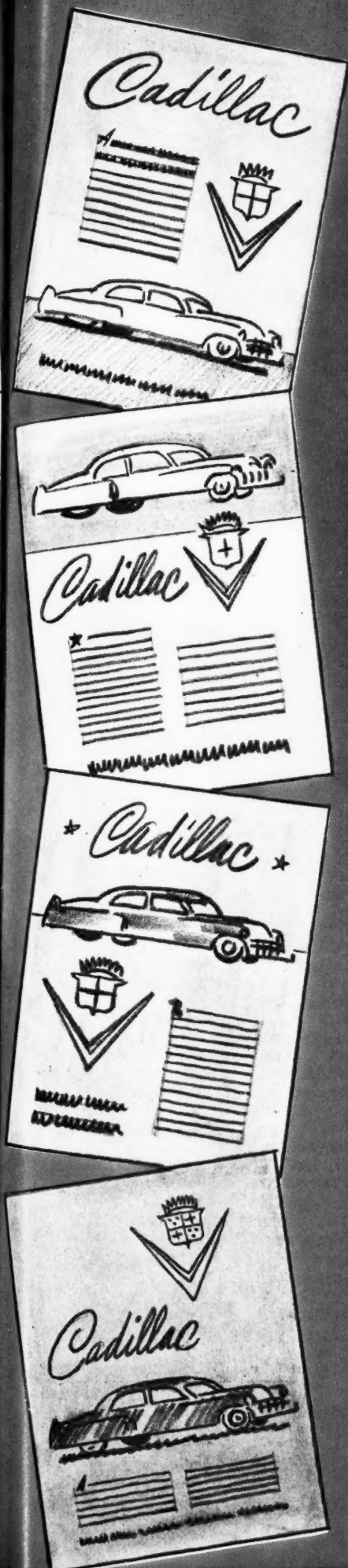


Walter Sittig, secretary and one of founders of H. B. Rouse Company, now in its fiftieth year

B. Sittig, company secretary and one of the original founders of the firm. "The new two-piece graduated composing stick made to set to nonpareil and pica measures was a vast improvement over the inefficient three-piece sticks then in use. The positive locking gauge of his new lead and rule cutter permitted it to be set to a measure and not vary. Such accuracy was unknown in composing rooms of the time."

H. B. Rouse next designed and manufactured a hand mitring machine. His most important item, however, was the power miterer. Although developed to reduce labor costs, it was also used to create the decorative box headings and ornamental borders so dear to the hearts of typographers of that day.

The firm continued to work toward its goal of developing new composing room equipment. A band saw was designed which was able to cut



THE PROOFROOM

By H. D. Bump

The editor of this department welcomes proofreading questions to be answered in this column, but personal replies cannot be made by mail

POSSESSIVES

I have a problem on which I would appreciate your opinion. We have a customer who insists that this is correct: "His eleven years' experience proves his . . ." Of course the correct phraseology would be "His eleven years of experience." He would not change it. I advised him, in that event, to delete the apostrophe after "years" inasmuch as inanimate objects do not take possessive (unless personified) and particularly where only a nominal implication exists. I cited the dictionary reference where "a day's work," "a boat's length," are permissible as the possessive is indicated as inherent within the object, but that "house's roofs," "disaster's cause" are not permissible. I say the same applies to "years" as it is not the years that possess the experience but the man; and "eleven years" is in the nature of an adjective just as though it were written "His long experience" or "His 11-year experience." Is my reasoning correct?

You have the most stubborn customer in the world if your arguments did not convince him. *Years'* is not a true possessive. The catch is that expressions designating time or measure are the exceptions which prove the rule that inanimate objects do not require use of the possessive apostrophe. There is a growing tendency to drop the possessive in such expressions, but your customer may—and correctly—say "years' experience."

CUSTOMER IS RIGHT

We were requested to print the following sentence: "Knowing you and dealing with you *has* been a pleasure." We suggested to our customer that "has" should be changed to "have." He did not agree with us so the sentence was printed as he wished. Your comments on this will be appreciated.

In theory the customer always is right. We are glad to run across an instance where he really is. "And dealing with you" is a parenthetical phrase. As such, it should have been set off with commas. "Knowing you has been a pleasure." It probably would have been more accurate and less trite had he mentioned that "dealing with you" was the pleasure.

WORLD'S LARGEST SALARY

Is this sentence grammatically correct? (At first reading it looks as though \$10,000 might be the world's largest salary.) "The salary for directing the printing office, said to be the world's largest, is \$10,000 a year."

A confusing or misleading sentence cannot be regarded as grammatically correct. One knows, after a moment's reflection, that \$10,000 is not the world's largest salary, even in a period of "disinflation," so the phrase must apply to "printing office." The reader is unnecessarily slowed down and annoyed. One could write: "The salary is \$10,000 a year for directing the printing office, said to be the world's largest." Or "The salary for directing the 'world's largest' printing office is \$10,000 a year." "For directing the printing office, which is said to be the world's largest, the salary is \$10,000 a year."

WHO ARE IT?

What or who is "it" in this sentence and how does "are" fit in with "it"? "Now it is a school teacher and her young pupil who are in trouble over the matter."

Teacher and pupil *are* it—they are two. It is two who are. (Am I confusing you?) "It" is used in its broadest sense. As ENT often said, the rules of grammar cannot keep pace with common speech. You *understand* this sentence, don't you, syntax or lack of syntax? Just don't start parsing it before a grammar class and you'll be all right.

WE have had many requests—nay, demands!—for the return of *The Proofroom*. Here it is. Those who clamored for this department are invited to help keep it lively. We hope to hear from E. N. Teall's cronies, with whom he carried on many a friendly battle. We have missed those salty letters.

H. D. B.

PUT LITTLE ONES INSIDE

Typographically speaking, what is correct usage of the period-quotation marks combination? Does the period come before or after the quotes at the end of a sentence? The question has caused much pro and con discussion at the shop in which I work.

I'm glad you asked. My pet peeve is an otherwise attractive piece of printing marred by a poor little comma or period awkwardly sitting outside in the cold, far from the embrace of the quotation mark. This is a simple rule for good typography: Bring in the little ones (period and comma); leave the big ones outside (colon and semicolon). No other rule is broken so frequently. No other flaw so often spoils the appearance of printing.

(The question mark has its own rules, depending on whether or not it is part of the quoted matter: The doctor asked, "How do you feel today?" or Do you understand "Tiger, tiger, burning bright"?)

Enliven the next dull evening by examining any magazine for the flagrant breaking—over and over again—of this basic rule. Even in the IP you will find violations safely ensconced in advertising plates, completely beyond control of our blue pencil.

COUPLE IS ONE

On a recent piece of advertising we used the phrase "See that this couple gets a good start." On a reprint of the same job, the client asked us to change "gets" to "get." May we have the appropriate rule on this?

Here's the rule—a simple second-grade-grammar-school rule: A singular subject demands a singular verb; a plural subject demands a plural verb. The couple gets; the couples get. Your client was in error. Maybe he played hooky that day.

REDUNDANCE

Surely this isn't right: "But television, however, is . . ."

Surely it isn't. "But . . . however" not only is wrong, it is silly. That gem must have been written by an overly cautious man.

SIMPLIFIED (?) SPELLING

Enclosed list iz going tu 20 peepI selected by William Russell. Yu may check the respellings that ar accept-ibl for yoor own use. The combined result will be reported tu yu soon.

Despite the fascination of many words on this list, such as *belo* for below and *bello* for bellow, we don't feel like doing anything drastic about simplifying spelling until we learn to spell Czechoslovakia without out usual hesitancy. One thing at a time. *Eit* for eight; why not *ate* or *at*? *Burd* is bird or burred. Changes in spelling, for better or worse, take time. It would be chaotic to change overnight. Even our correspondent, to whom "your" is *yoor*, forgot himself when he came to signing "Yours truly."

We are not inclined to learn new tricks at our time of life, but those who like their spelling rugged may contact the leaders of the reformation through us.

MATTER OF FEELING

In the expression "I cannot but feel," "but" means "only" as in the expression "there were only two." Therefore, the expression *should* read "I can but feel." Right? Some of our best-known writers make this mistake.

Your conclusion sounds so reasonable that it is a pity to dispute it. "Can but" means "can only." "Cannot but" means "cannot help but." It is a stronger expression, often implying moral obligation or necessity. *I can but feel* means that feel is all I can do—I am limited—do not expect help from me. *I cannot but feel* means that I have no choice; I am bound to feel that particular way. Only a psychiatrist could help me. See?

WE PROVE A POINT

For years things have been *proven* to me. Now along comes someone who shatters my blissful ignorance with the statement that there is no word *proven*. Have I been embarrassing my erudite friends all of this time?

Brace yourself for a shock, my gentle reader. You have indeed been uncouth. *Webster* dismisses *proven* with "archaic and dialectal." Another reference says "this archaism is peculiar to Scots law, as in the phrase *not proven*." Have we proved the matter to your satisfaction?

TRADE-MARK

Should "trade-mark" be one word, two words, or one hyphenated word? I see it used all three ways; one of them must be correct.

The *Webster* gives preference to *trade-mark*, with secondary approval to *trademark*. Certainly there is no logic in using the two-word form.



Shooting Up the Proofroom

Some authors are a menace to publishers but some suffer justifiable grievances. Sometimes the comeback is humorous as is the case with the note Ward Dorrance sent to his editors:

"In all the proof that has reached me windrow has been spelled *window*. If, in the bound book, windrow still appears as window, then neither rain nor hail nor gloom of night nor fleets of riot squads will prevent me from assassinating the man responsible. If the coward hides beyond my finding, I shall step into Scribner's and merely shoot up the place, southern style!"

—David T. Armstrong

OUR OLD FRIEND "H ASPIRATE"

Will you please let us know if it is correct to say "an halftone engraving"? Is it correct to say "an halftone"? Can you let us know what the rule is regarding *a* or *an* preceding letters beginning with *h*? This is a vital matter to us as several boxes of chocolates are involved.

We'd get the sack—not a box of chocolates—if we let "an halftone" go through. If you (or anyone with proper enunciation) sound the *h* which begins a word, use *a* as the indefinite article; if the *h* is silent, use *an*. It really is a simple matter—an honor, a hotel, a harmonica. Mr. Teall once said: "I'd rather be shot at dawn (if I got up that early) than to say 'an hasty exit' or 'an historic event.'"

OURS NOT TO REASON WHY

Why is the comma omitted in this group: "5 yds. 3 ft. 6 in. in size"? Please tell me, too, which is correct, and why: Henry Ford III or Henry Ford, III. Omit the comma or use it?

In many matters of style we are told to handle copy in a certain manner, but no one tells us *why*. Our favorite manual of style flatly announces: "Do not use a comma between the constituents of dimensions, weights, and measures, or fractional sums of money." In subjecting the rule to reason, we note that these yards, feet, and inches are the measurement for *one* thing. There is no break in continuity of thought, no confusion caused by the lack of commas.

It's Henry Ford III. Commas are not used with Roman numerals. This, too, is a matter of style. Our custom apes the use of Roman numerals with titles—Henry VIII, Pope Pius XIII.

LXXVIIIth YEAR

Is it proper to use a "th" with Roman numerals in the heading for an announcement? Some of us think so. But, then, as in all exceptional uses, one runs into disagreements. The head is LXXVIII Year. May we say LXXVIIIth Year? Someone wanted to make it read LXXVIII Years. However, the plural would destroy the sense intended. What is your opinion, and could you cite some precedent for your determination? Thank you.

We have never seen a Roman numeral combined with *nd* or *st*. That's our precedent. Why not *anno* for year? You have a hybrid phrase there. We would not use *th* or *st* in such a manner. But if it pleases you and conveys a subtle meaning, and you have no scruples about shattering tradition, by all means, do so. We disapprove.

AN "E" IS DROPPED

We are in doubt about the spelling of landscape when used as a participle. Is it written landscaping or landscaping? We note that tingeing, singeing, dyeing, and hoeing, for example, retain the *e*, but that other words, such as relating, glazing, and icing, drop the *e*. Please give us the rule.

Our postwar *Webster* ignores landscaping. (Properly, of course, it is *landscape gardening*.) The *e* is dropped in the noun *landscapist*. We are willing to accept the Chicago classified telephone directory, which spells the word without the *e*, as an authority. The *e* is retained only when a word changes in meaning without it. "Singeing" would become "singing"—and there's a vast difference between dying and dyeing.

TRIPLETS

What about "in so far" and "inasmuch"? One word or three? Do I need a book on grammar or one on style? I can wade with self-confidence through weightier matters, but these six little words always stop me.

Be assured of our sympathetic understanding; every proofreader has his vulnerable spot or spots. In this instance you need consult only your *Webster's*. These triplets may be compressed into one word or used as three. In our impressionable youth, some authority told us "in so far" *must* be three words and "inasmuch" *must* be one word. 'Taint so.

WILL OR WOULD?

Why has the copyreader changed "will" to "would" in the enclosed copy that came to our proofroom? (Copy: A larger supply than importing countries will/would be able to buy . . . These supplies will/would continue to be sold at prices which will/would enable . . .)

In indirect discourse *would* takes the place of *will*. He hoped it *would* happen. I hope it *will* happen. She remarked that you *would* make a good husband.

SENSIBLE QUERYING

I haven't been proofreading very long, so I feel timid about querying even when a mistake is fairly obvious. I just write "OK?" in the margin. The foreman finds this inadequate. Should I write long explanations of why I think something is wrong? Writers I have known do not like to have their scholasticism challenged.

If there were no errors, there would be no proofreaders—timid or otherwise. A query should be intelligible as well as intelligent. Time is saved by everyone concerned when you indicate exactly what you are challenging. If it is spelling, say so by "Sp.?" or give the correct spelling. If it is a date, write in the proper one.

If your hesitancy is due to feeling unsure of your own knowledge, get out the reference books. If you are timid because you don't want it to appear that you are telling the writer how to mind his business, don't worry about that angle. It is *your* business to see that he goes about his business properly. Perhaps his vanity will be ruffled momentarily, but if your queries are truly helpful, he will recover.

SEE YOUR LAWYER

One of my favorite recurring nightmares is one in which I make a mistake so serious and costly that the boss has to sell the business to pay off the damage. I have never known such a sad event to take place, but who is responsible if I have an off-day (or the customer does not bother to read proofs before he okays them)?

Ordinarily, it is not difficult to trace an error to its source. (If a printer's mistake has made copy appear libelous, that's something else again. Get yourself a good lawyer at once.)

A recent *PIA Law Letter* had this excellent advice on the common garden variety error:

One of the printing trade customs provides that the printer assumes no responsibility for errors if work is printed as per the customer's okay. If the contractual relations between the printer and his customer are governed by the trade customs of the industry then the printer may not be responsible for errors that appear but were not corrected by the customer in the okayed proof.

However, when questions of this kind arise there are always surrounding circumstances which make it difficult to determine who is responsible for the errors. If the error occurred in the original copy furnished by the customer and then continued through the okayed proof it would surely be the customer's mistake and his responsibility. If, however, the customer's original copy was free of errors and the printer misspelled a word, and this error escaped the customer and he okayed the proof, it would seem that the printer is responsible.

To remove all responsibility from the printer it is only necessary that the customer be requested to sign the following statement, which can be attached to the proof, when the proof is returned to the printer:

"We have received the proof, have carefully examined it, and it is entirely satisfactory. You are directed to go ahead with the printing.

OPERATION

When I observe a variety of treatments of one word, I assume that one method is correct, or at least preferred. I cannot decide if the hyphen should be used with photoengraving and similar words, such as photomechanics and photolithography.

An operation has been performed on the word "photoengraving" and forms of same. It had its hyphen removed officially by the American Photoengravers Association. We eliminated it some time ago.

Trade Composition Plant Prepares Interesting Series of Booklets Relating History of Types

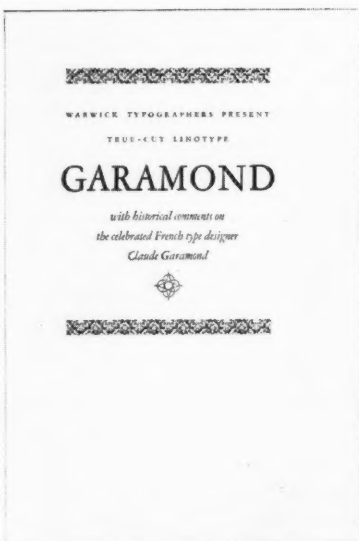
Illustrated at the right, in miniature, is the cover of the first of a series of booklets prepared by Warwick Typographers, St. Louis, Missouri, on fine traditional and modern type faces. Written in an informal manner, the booklets relate the origin and development of various type faces, and make historical comments concerning their designers.

The paper stocks used in the booklets are selected with a view to bringing out the true character and best qualities of each particular style of type.

A specimen sheet, showing the range of sizes available, is inserted loose in each booklet so that it may be removed and put to practical use.

First of the series tells the interesting story of the celebrated French type designer Claude Garamond, whose type design of four centuries ago is still an outstanding favorite among typographers. Not satisfied with the heavy, black, illegible letters based on the hand-lettering of early scribes, Garamond—with imagination and vision—set about to create a new letter. That his attempt was highly successful is attested to by the fact that the beauty and legibility of Garamond type has survived four centuries and even today enjoys immense popularity as both an advertising and book face.

As ironically happens in the case of many a genius, Garamond exerted a tremendous influence, but received little monetary reward, and died in poverty in 1561.



While present-day type faces known as "Garamond" are not identical with the face designed by Garamond, they have captured much of the spirit and charm of the master's handiwork.

Offset Department

By Charles F. King

More on Camera-Operating Techniques

● THE ROLE of the camera operator in the production of offset lithography has been stressed in recent articles in this department. The discussion in the January issue closed with the thought that the beginner should not attempt to use more than one stop in shooting halftone negatives. The following discussion described an excellent piece of black and white halftone lithography and held it up as a standard which both the beginner and many more experienced cameramen should try to attain. The inference has continually been that such a standard is not always attainable through the use of the one-stop method.

Various Methods Available

What other methods are available or in general use? Since this part of the discussion is limited to work with the ruled screen, only methods pertaining to its use will be considered. There is a one-stop and flash method. There is a two-stop, and a two-stop and flash routine. Perhaps the most commonly encountered one is the three-stop and flash series of exposures. One-stop, two-stop, and three-stop mean that the exposure is made with one lens opening or that two or three exposures are made (each with a different lens opening). These exposures are adjusted in such a manner that the film receives an exposure equivalent to that received through the one stop. The flash is an additional exposure given with the lens stopped down to a very small opening and a "flash sheet" or piece of white paper on the copy board.

Many modern cameras have a special flashing lamp which swings into place directly in front of the lens. This device is claimed to give a more uniform flash than the flash sheet illuminated by the arc lamps. The reputed purpose of the flash exposure is to put a "core" in the dots without altering their size. It is most

effective in strengthening the small shadow dots, or giving them greater density.

If mention of all these techniques of camera operation tend to confuse the man who would like to be an expert operator, much of the published information will baffle him even more so. One writer claims that the only reason for the existence of the three-stop method is that in the early days of process camera operation there was no such thing as an "iris diaphragm" which could be adjusted to an infinite number of openings. As a result "Waterhouse Stops," which are thin pieces of metal or other material with a fixed opening or hole, were used. This writer states that the cameraman seldom had the correct size hole for the reproduction he was required to make. As a result he fell into the habit of using one larger and one smaller and dividing the exposure between the two stops.

Is One Stop Sufficient?

From this practice the three-stop method grew, because some photographers thought it enabled them to achieve more faithful reproduction. When the iris diaphragm was introduced the reason for the use of two and three stops was apparently forgotten and photographers continued to use this method. Thus it is the contention of the writer under discussion that there is no advantage to be gained now in using more than one stop, since the precisely correct opening can be obtained.

Another author states that copy with a normal gradation of tone values can be reproduced satisfactorily by the one-stop method, but he goes on to say that the weakness of the method usually shows up in the lower tonal range of the negative. Still another writer claims that it is impossible for a beginner to work intelligently with anything but the one-stop method, because he is not capable of judging true tone quality,

and the use of more than one stop will be confusing and discouraging. These statements are confusing but they are not as contradictory as they may appear. Perhaps a perfect piece of copy can be shot with one exposure, but the beginner will not be able to recognize a perfect piece of copy any more than he is able to decide what exposures are required to get the most perfect reproduction from a poor piece of copy.

Problem Confronts Cameraman

Here is the problem which the commercial litho cameraman is expected to solve: He must prepare a negative or a positive which will produce a plate containing all the tones necessary for the pressman to reproduce the copy to the satisfaction of the customer. Under the best of conditions, copy the cameraman receives is seldom perfect and the customer usually expects the printed result to be a close approximation of a good photographic glossy print. Copy may have been retouched with paints that do not photograph the same as the photograph. At other times pictures made by amateur photographers are used for copy. Or a picture is submitted which is a work of art from a photographic standpoint, but as a piece of advertising literature it is not what the customer wants. An artistic sense may be a hindrance to a lithographic photographer.

Even the work produced by the best commercial photographers may leave much to be desired as far as lithographic reproduction is concerned. All photographic copy must be balanced to make the lithographed illustrations have the same snap or contrast. If there is any question in the customer's mind as to whether he should use letterpress instead of offset, the cameraman can make it up in favor of letterpress with just one poorly shot job. The letterpressman will balance the copy even if the

pressman is required to make the final corrections through makeready on the press. (I have been informed by a man connected with a commercial combination plant that their off-set equipment is standing idle because the local advertising agencies have had so much poor lithography that most of their black-and-white work is going back to letterpress.) One exposure seldom satisfies a particular customer.

What is the three-stop method? The three-stop method consists of making three exposures with the copy in place and the copyboard and camera extension in the same position for all three shots. The lens aperture is changed for each exposure. Theoretically the screen distance should be changed each time the lens opening is changed, but this adjustment is frequently disregarded. Simply stated the exposure through the smallest stop is made to produce the detail in the shadow tones, the middle size aperture exposure should produce middle tone detail, and the exposure made through the largest lens opening should bring out the highlights.

Small Opening for Sharpness

This does not mean that the largest opening to which the lens can be set (perhaps $f/9$ or $f/11$) is used for highlights and the smallest (perhaps $f/90$) is used for detail, but rather a series of stops bearing the relationship to each other of $1/48$ the camera extension for highlights, $1/64$ the camera extension for middle tones, and $1/90$ for shadow detail. When making negatives the same size as the copy, the corresponding settings on the lens chart would be $f/24$, $f/32$, and $f/45$.

One must constantly bear in mind that the tiny opaque dots of halftone negatives are to be the tiny open dots in the shadow areas of the printed sheet, and that the large, almost solid opaque areas are to reproduce highlights the size of the small transparent dots. Another thing to remember is that with any camera the smaller the opening, the sharper the image. This applies to all cameras whether they be a pin-hole camera with no lens or a candid camera with a lens which will open to $f/1.9$. (The outstanding feature of candid cameras is the fact they are able to reproduce as sharp images as they do at such large apertures.)

When a ruled screen is interposed between the lens and the ground-glass or film and brought into focus, it can be imagined for purposes of explanation that the out-of-focus

image which fell on the screen is focused onto the film. The screen gives the sharpest focus when the lens opening is the smallest, and the light passing through the small opening in the lens forms a smaller dot than that passing through a larger opening. Naturally a longer exposure must be given, since the quantity of light which is reflected from the copy and falls on the film is less when the camera is stopped down.

Middle Tones Exposed Move

In making exposures the camera operator may well start by making the highlight and shadow exposures each equal to one-fourth that given for the middle tone exposures. For example, if the normal one-stop exposure at $f/32$ was two minutes or 120 seconds, the shadow detail exposure could be calculated (from the lens opening) to be sixty seconds at $f/45$, sixty seconds for the middle tones, and fifteen seconds for the highlights. Variations from this may be made to compensate for copy with low contrast to cause the shadow dots, which would be overly large, to approach a drop-out.

If with a one-stop shot the aperture of the lens were reduced to close up the shadows on a low contrast copy, the highlights would suffer by being made too large. This is a lesser evil than attempting to hold the highlight dots small and permitting the shadow dots to have too much white space. It will be remembered from previous discussions on density that the greatest number of tones are discernible in the shadow areas and that very small changes in dot area make very large changes in tone values whereas large changes in dot area are in the region of the half-dot and make only small changes in the observable tones.

If the copy has too much contrast there is a likelihood of losing much of the shadow detail by using the one-stop method. Through the use of multiple stops the deepest tone can be made to go solid without losing the deep shadow detail. With contrasty copy a single exposure can easily distort and lose both middle and highlight tones if an attempt is made to hold the shadow detail.

Such are the possibilities for balancing pieces of copy with varying degrees of contrast so that they appear to be uniform on the printed page, and for compensating for poor copy through the use of the three-stop method. In some instances, where little change is necessary, a two-stop method with one stop a bit larger than normal and one stop

slightly smaller will produce the desired effect.

About the flashing operation, there is one caution to be observed. As previously mentioned, flashing is not supposed to change the size of the dots but is intended to make the dots in the shadow detail more dense. Care must be taken that the flash exposure be held down to a point where shadow detail is not lost through the inclusion of dots where the shadows just go solid, or that the fine dots are actually enlarged. Flash sheets vary widely in reflectance, hence no figures for the length of exposure can be given. They may be somewhere between ten and thirty seconds or longer. Stops as small as $f/90$ or 128 are often used.

Much of the theory of the operation of the ruled screen has come into lithography by way of the photo-engraving trade. Part of it has come from those who were interested only in its photographic aspects. As a result, some problems which beset the litho cameraman have been ignored or given the wrong interpretation. For purposes of illustration, think of the light-sensitive emulsion on a photographic plate or film as being built up of very thin microscopic layers. (Actually, this is not true.) When enough light has penetrated this first layer the microscopic particles of silver salt in that layer can be developed into black particles of silver. The quantity of light sufficient to do this is the result of two factors: the intensity of the light, and the length of time of the exposure. This layer will then contain the small particles of silver and the comparatively large intervening spaces of clear gelatin.

Silver Particles Block Light

As the quantity of light applied to the emulsion is increased, layer after layer of silver particles may be developed, and since these silver particles are not lined up vertically through the thickness of the emulsion they effectively block the passage of light even though the intervening spaces in any one layer are as great as they are in the top layer. If the quantity of light is increased sufficiently, the silver salts through the entire depth of the emulsion to the bottom layer will be affected by the light and will be capable of being developed into the black silver particles. Thus the density of a portion of a developed photographic emulsion could be considered to be dependent on the number of layers of silver particles.

The light focused on an emulsion from a ruled screen has its greatest intensity in the center of the clear square and gradually decreases to a minimum intensity at points corresponding to the intersection of the rulings, so the effect will be greatest at the center of the dot, and gradually decrease to a point where there is not sufficient light intensity to even affect the first layer. This is the way a halftone dot is built up, and a cross section view of one under a microscope shows that it resembles a mushroom.

The exact shape of this cross section of a dot can be made to vary in many ways, one of which is the selection of stops. Sometimes the number of layers increases rapidly from the edge towards the center and the shape resembles the crown of a derby hat. Other times the number of layers increases slowly and the dot resembles a cross section of a flat-sided discus. The first of these dots are what are commonly known as "sharp stencil-like dots," while the latter are generally called soft dots.

Infinite Variety of Dots

In addition to these dots there is an infinite number between these two extremes plus a type of dot for which this writer has never seen a photomicrograph or even a drawing. From the way it behaves when a positive is made from it or when the platemaker attempts to make an albumin plate from it, it must have a cross section similar to a stile. It appears to add on layers rapidly as it leaves the edge and then continues to add them slowly for a short distance. Again the layers rapidly increase as the center is approached only to add on slowly again for another fraction of the distance toward the center.

"Dot etching" removes the silver from a dot by working from the surface of the emulsion downward. The depth to which it penetrates depends on the length of time it is in contact with the emulsion. Thus it removes a hypothetical layer at a time. By observing these "stair-step" dots under a microscope while the dot-etching solution is on the film this sudden jump to succeeding smaller sizes can be observed.

This phenomenon is always present when the three-stop method is employed, but when exposures are properly selected (and copy does not always permit this) it causes little or no trouble. There are times when failure of the camera operator to give each step enough exposure, or the copy will not permit a proper

QUESTIONS ON ANY PHASE OF LITHOGRAPHY

will be answered in the "Offset Question and Answer Department"—a frequent feature in *The Inland Printer*. Send your queries to Offset Department Editor Charles F. King.

balancing of exposures, this peculiarity in a negative can become pronounced and cause endless trouble in the platemaking department and in the pressroom. Several devices are intended to remedy this trouble. One is the new ATF Lens-O-Matic Halftone Exposure Control. This piece of equipment attaches onto the lens board of the camera and through a motor-driven mechanism continuously closes the diaphragm at a uniform rate during the exposure period. Thus the steps are eliminated and gradation from edge to center of the dot is as nearly continuous as it is possible to make it.

This gadget is flexible and can be made to fit almost every combination of exposures required to reproduce copy over a wide range of contrasts. The device cannot be operated in conjunction with integrating light-meters or be used in conjunction with contact screens.

Thus far the camera operator has been given no advice on how to judge tone values. One of the most generally accepted means is by the use of a "gray scale" such as the uniform step scale supplied by Eastman Kodak Company. This ten-step scale from white through dense black represents all extremes commonly encountered in black-and-white copy. Some plants require the camera operator to place this scale on the copyboard every time he makes a halftone shot, and the replica of the scale must appear on the negative. This sounds fine, but all too frequently the cameraman does not understand the purpose of this scale.

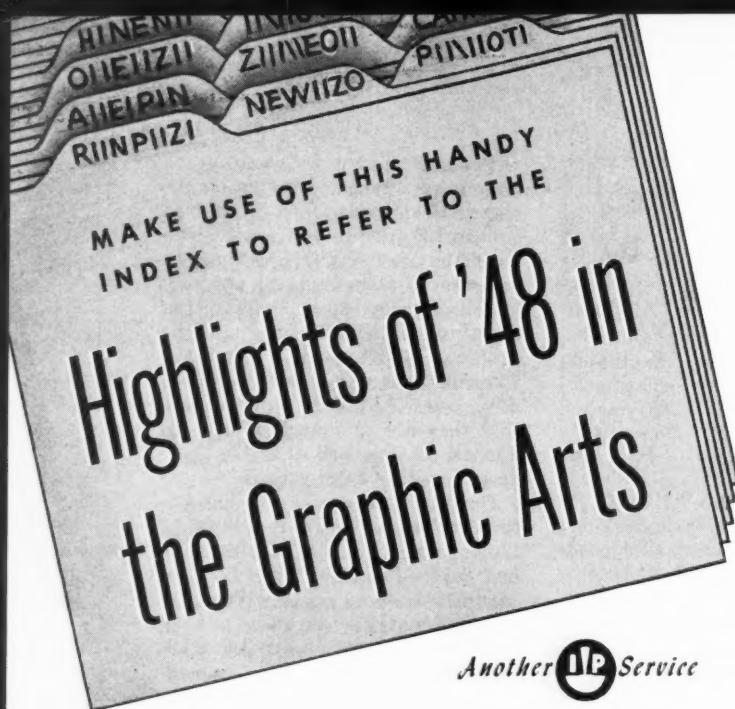
For the most commercial lithography the densest tone on the copy should be compared with the tones on the gray scale. It may be that the densest tone will be the equivalent of the tenth tone on the scale. In that case it is the duty of a photographer to show all tones on the scale in their proper negative relationship on the negative which he produces. If the densest tone on the copy cor-

responds with the eighth tone on the gray scale, the dots on this eighth step on the negative should just drop out, and the ninth and tenth steps should be clear. At the same time the other seven steps must be approximately equally spaced along the density scale from the fine highlight dot to the dense shadow detail dot. These dots should be examined under a high-powered microscope to see that they are as sharp and stencil-like as possible and that the open areas are free from fog.

Until a camera operator has become fairly sure of his ability to judge tones it will pay him to make test shots on small strips of film. He can make several shots with exposures of varying duration and at different lens apertures and develop them all at the same time. Experienced photographers do this when presented with a piece of copy about which they are in doubt. To be completely sure of the result, a test plate should be made and these strips printed onto it. The platemaker should be the one who passes on which of these test strips gives the best reproduction.

Low Contrast Copy Poor

Recently in a class in camera operation the instructor, hoping to get a batch of mixed copy, asked everyone to bring a snapshot to reproduce. One student, with a few years in the trade, brought a picture of his girl which had been produced in a portrait studio. It was a low-contrast piece of art on mat paper and would hardly cover five steps on the gray scale. The instructor advised the student against attempting to reproduce the picture, but the student said worse copy was handled every day in the plant where he worked and he wanted to try it. As the students completed the projects the negatives were stripped up into flats for printing on a 17 by 22 plate. As the plate was being made, the student was sure that it would never print on the press because the halftones developed up too easily. However, the plate printed perfectly, and all the halftones developed easily with the exception of his. It was necessary to use felt to clean out this one picture. On the press this one halftone gave continued trouble by scumming in, and had to be etched out. It is doubtful whether a much better negative could have been reproduced from this copy. Evidently the shop in which this student worked was in the habit of working with such negatives since in his opinion, this one was a very good one.



★ For your convenience, here are listed the major articles appearing in 1948 issues of *THE INLAND PRINTER*. In handy form for quick and easy reference are the highlights of '48 in the printing industry. Indexing has been arranged as logically as is practicable: articles on accounting are under "A." Some listing is arbitrary, for example composing room layout under "C" might have been properly listed under "L." Make use of this convenient index to refer to the wealth of information which appeared in *THE INLAND PRINTER* in 1948.

A

Detroit Marks Fourth Year of Apprenticeship Program. *Page 40, March.*

GPO Successfully Revives Apprentice Training School. *Page 44, March.*

Don't Overlook Expenditures Related to Sales When Calculating Net Profits. *Page 45, September.*

Why Profit and Loss Statements Should be Prepared Monthly. *Page 57, September.*

Offering Advertising Service Helps Build Sales for Printers. *Page 41, April.*

Atlanta Graphic Arts Group Now Has Home of Its Own. *Page 83, September.*

Ten-Point Accounting Program for Profits. *Page 49, May.*

Tacoma Printer Ties in Civic Promotion Campaign With Own Advertising. *Page 70, November.*

B

Ben Day Gets "Two Color" Effects. *Page 80, July.*

C

Composing Room Layout. *Page 40, January.*

Chicago Printer Makes Specialty of Latin American Advertising. *Page 57, January.*

Success or Failure Depends on Accurate Knowledge of Costs. *Page 60, January.*

Accurate Cost Analysis Requires Four Types of Figures. *Page 71, January.*

New Hand Composition System Meets Today's Requirements. *Page 43, June.*

Contest Promotes Better Relations With Employees. *Page 50, June.*

What Does Craftsmanship Mean? *Page 55, July.*

New Hand Composition System. *Page 87, July. Page 29, August.*

A Three-Star Second Color. *Page 43, August.*

Craftsmen Hold Twenty-ninth Convention. *Page 54, August.*

Answers to Some Cost Accounting Questions. *Page 59, August.*

Should Customers Pay for Hidden Labor Costs? *Page 41, May.*

Management Problems Major Issues at 62nd PIA Convention. *Page 39, November.*

Bringing Back Lost Customers. *Page 56, November.*

Are You Overlooking a Good Bet in Your Composing Room? *Page 57, November.*

"C" Day Parade of Printed Pieces. *Page 58, November.*

Twenty-ninth ITCA Convention One of Most Successful. *Page 67, November.*

D

Directory of Printing Equipment and Supplies. *Page 107, December.*

Broader Job Protection Afforded by Provisions of New Peacetime Draft Law. *Page 48, November.*

Clever Die Cutting Adds Interest to Direct Mail Pieces. *Page 61, May.*

Making Your Direct Advertising More Effective. *Page 48, February.*

Infra-Red Rays Useful for Drying Ink. *Page 53, June.*

F

Freund Describes New Intertype Fotosetter. *Page 33, March.*

Full Color Radio Facsimile Now a Reality. *Page 49, January.*

G

Congressional Committee Delving Into Overwhelming Literature Output of GPO. *Page 47, October.*

H

Printer Enthusiastic Over Employee Handbook. *Page 69, January.*

Dard Hunter's Print Shop Makes Own Paper, Designs and Casts Own Type, and Prints Own Books. *Page 40, February.*

I

Illuminating Facts About Pressrooms. *Page 46, March.*

Illuminating Facts About Composing Rooms. *Page 44, February.*

Getting Proper Ink Distribution. *Page 65, February.*
Standards Needed for Offset Inks. *Page 83, July.*
Simple Way to Handle Perpetual Inventory. *Page 48, April.*
Printing Ink Research Project Now in Third Year of Operation. *Page 77, December.*
Taking Inventory Need Not Be a Headache. *Page 52, October.*

L

Have Specific Type Styles and Sizes in Mind as You Make "Working" Layouts. *Page 52, September.*
Control "Weight" of Body Type in Mass by Proper Use of Leading. *Page 55, September.*
Typical Fluorescent Lighting System for a Printing Plant. *Page 52, August.*
Solvents Used in Lithography. *Page 67, February.*
Try Some Really Dynamic Layouts. *Page 38, March.*
Lithographers Hold Successful Convention. *Page 43, October.*
Vary Your Company Letterhead. *Page 62, October.*
Better Light for Viewing Colors in Pressroom at Night. *Page 44, May.*

M

Magnesium Plates Eliminate Electrotypes in Test. *Page 37, May.*
"Stitch in Time Saves Nine" Applies to Printing Machinery. *Page 40, May.*
Basic Facts About Makeready. *Page 61, March.*
Put New Vitality Into Mailing List. *Page 60, September.*
Magnesium Plates Used in Printing Textbooks. *Page 57, May.*
The ABC's of Good Printing Plant Maintenance. *Page 45, April.*
Magnesium Playing Increasingly Important Role in Graphic Arts. *Page 34, August.*
Modernized Printing Equipment Increases Production Without Expansion. *Page 37, February.*

O

Simple Cooling Device for Offset Film Development. *Page 67, May.*
Hold "Open House" in Your Printing Plant. *Page 56, May.*
All the Comforts of Home in New Graphic Arts Business Office. *Page 66, November.*

P

Bettering Plant Working Conditions Pays Off. *Page 46, November.*
Printing That Glows in the Dark. *Page 60, December.*
Make the Most of Copy to Secure Full Printing Value of Plate. *Page 83, December.*
Have You Been Passing Up the Pulling Power of Photographs? *Page 46, April.*
John J. Deviny New U. S. Public Printer. *Page 47, April.*
What to Avoid When Making Floor Plans. *Page 68, April.*

Avoiding Problems in Cylinder Packing. *Page 42, March.*
Half of Popular Size Offset Presses Go to Former "Letterpress Only" Plants. *Page 43, September.*
Do You Submit Proofs on a Business-Like Basis? *Page 48, September.*

Smart Packaging Ideas Highlight Exhibits of Goods Made in Scotland. *Page 75, February.*
Shortcuts to Savings on Photoengravings. *Page 51, February.*
Page 48, May.
Page 54, September.
Should Employers Be on the Payroll? *Page 41, June.*
Profit Sharing Imperiled by Court Rulings. *Page 27, August.*
A Profit-Sharing Program Combats Labor Unrest. *Page 36, August.*

R

Made-to-Order Rotary Presses are High Production Tool of Industry. *Page 38, August.*

S

Newspaper Strike in Chicago Is at Deadlock. *Page 72, February.*
Breaking Into Specialty Printing. *Page 62, November.*
Christmas Cards Excellent Specialty. *Page 64, November.*
English Printers Finding New Use for Silk Screen Process. *Page 46, September.*
New Minneapolis Graphic Arts School Offers Short-term Individualized Instruction. *Page 49, October.*

T

Trade Associations to Expand Services in 1948. *Page 35, January.*
Los Angeles Publisher "Converts" to Typewriters. *Page 53, February.*
Put Your Type Specifications "On the Button." *Page 71, February.*
U. S. Taxpayers to Enjoy Substantial Relief. *Page 51, May.*
Property Destruction Losses May Be Tax Deductions. *Page 49, November.*
Keep Tax Savings in Mind When Making Business Transactions. *Page 37, March.*
Will Bradley Lettering in 1894 Inspired Many Type Faces. *Page 55, May.*

V

Use New Equipment and Methods to Increase Printing Volume. *Page 54, December.*
Visual Planning Board Proves Excellent Investment. *Page 74, July.*

W

What is Best for "Washing Up"? *Page 78, July.*
Warwick Unlimited. *Page 46, January.*

X

Xerography—New Method of Reproduction. *Page 49, December.*

HOW ONE PRINTING COMPANY OPERATES A SYSTEM OF *Awards for Suggestions*

● A SUGGESTION SYSTEM is the ideal medium through which employees can submit ideas to management. One of the nation's largest graphic arts organizations, the W. F. Hall Printing Company, Chicago, is of the opinion that "A sound suggestion system will strengthen a firm's competitive position in the industry, and will aid in the efficiency, progress, and general welfare of the company and its entire personnel."

In a recent issue of the Hall house magazine, "House Dope," the Hall Suggestion System was outlined and explained. Other printers, desiring to set up a similar plan or to improve one already in operation, will find interesting and informative a review of the excellent Hall plan.

Maximum Award \$10,000

Awards ranging from a minimum of \$10 to a maximum of \$10,000 are awarded to employees for suggestions which are accepted and put into operation. That which constitutes a "suggestion" is defined as "A positive, constructive proposal that will benefit the company and its employees." The suggestion must not only call attention to a needed change, but must include a proposed correction or solution. It may refer to an improvement in company policy, equipment, methods of conducting business, or any company activities. Suggestions may pertain to any of the following:

- Elimination of waste.
- Improvement in the quality of the firm's product.
- Improvement in the company's procedures and methods of operation.
- Improvements needed in the firm's equipment.
- Ways to provide safer and better working conditions — prevention of accidents.
- Improved handling of material.
- Improvement in machine or tool design.
- Elimination of unnecessary duplication of work.
- Increase in production.
- Reduction of the time or cost of any operation.
- Improvement in industrial or public relations.

Conservation of the firm's tools and equipment.

Better service to customers.

Simplification of forms or reports.

Improvements in housekeeping.

Most Employees Eligible

All employees of the company are eligible to submit suggestions and participate in awards excepting officers of the company, employees on or above the level of assistant superintendent, and members of the Suggestion Committee. Employees in a supervisory capacity below the job level of assistant superintendent are eligible to submit suggestions relating to ideas outside their normal duties and area of responsibility. Employees whose duties are such that ideas and recommendations are expected as a part of their work are eligible to submit only suggestions that relate to ideas outside their job area.

Suggestions are considered to be "formally submitted" when they have been received in writing on an official suggestion blank (available throughout the plant at suggestion boxes).

Suggestions are to be submitted before the employee has made any public experiments or trials with his idea. Employees are urged to submit their suggestions as soon they conceive the idea. If they need help in writing the proposal, this assistance can be obtained from their foreman, supervisor, department head, Suggestion Committee member, or Suggestion System Manager.

All suggestions for which an award has been paid are the property of the company.

Awards Based on Savings

A minimum award of \$10 and a maximum award of \$10,000 are the amounts set for any single proposal that is adopted and put into operation. The basis for determining the amount to be paid is 10 per cent of the net savings resulting from a proposal during the first year the idea is in use. In situations in which the amount of savings is primarily intangible, the Suggestion Committee will determine the amount of the

award to be paid. The employee submitting the idea will receive full payment as soon as is practical after the suggestion has been put into operation. If estimated savings warrant it, those submitting accepted proposals will receive full payment of awards up to \$200 as soon as possible after employment of the idea.

If estimated savings for the first year indicate an award exceeding \$200, a \$200 payment will be made when the idea is put into use and the balance at the end of the twelve-month period when the actual saving has been determined.

If a suggestion appears practical, but no definite savings can be estimated, an award not to exceed \$200 will be made. If results at the end of one year indicate that an additional award is merited, it will be paid.

Ideas accepted but not installed for some practical reason will receive an original award not to exceed \$200, and any additional award merited by results on the basis of a one-year use of the idea.

Subject to Taxes

Awards are considered as income and are subject to withholding and other taxes.

If any individual to whom an award is authorized has left the company's employ, the award will be paid to him upon request.

Installation costs will be taken into consideration when determining the net savings effected by the use of an idea.

Awards are included in employees' regular payroll checks. In addition, there is a personal presentation of an award certificate.

Semi-annually, a merchandise prize is awarded to the employee who, in the opinion of the Suggestion Committee, has submitted the best suggestion or group of suggestions during the preceding six-month period.

If a suggestion has been rejected but is later put into effect, within one year from the time it was turned down, the employee may request that his proposal be reconsidered. If a suggestion has been rejected, and the employee submitting it wishes to

retain his claim on the idea, he must re-submit it before the expiration of one year from the date on which the idea was rejected.

The Suggestion Committee consists of seven regular members and six alternates, representing each of the major company divisions. This committee meets weekly and receives investigated suggestions, accepts or rejects them, and determines the proper awards to be made for those adopted.

In addition, Suggestion Investigating Committees represent each of the operating departments. Thus, those supervisors who are directly responsible for putting suggestions into operation work with the Suggestion System Manager in determining the practicability of those suggestions which pertain to their respective departments.



In 3600 U.S. Print Shops There'll Be A Hot Time This Year

More than 3,600 printing plants per year are damaged by fire, according to Randolph Laboratories, Incorporated. The average plant is plagued by small-area flash fires.

Following are the main causes in order of their importance: Smoking; matches; greasy, oily rags; flammable liquids; gas flames on presses; spontaneous ignition.

Well-placed fire extinguishers can handle the majority of fire emergencies.

— Ben Franklin Witnes, Cincinnati

PIA PRESIDENT DUNNAGAN SPEAKS ON

"The Future of the Printer As a Small Business Man"

● THE FUTURE of a major part of the printing industry in this country will continue to depend on small plant operation, in the view of Carl E. Dunnagan, president, Printing Industry of America. He made this observation in a talk at Miami, Florida, February 7, before a meeting of Printing Industry of Greater Miami, a local affiliate of PIA. Mr. Dunnagan coupled his prophecy of a sound future for the small plant with the statement that in order to succeed and prosper under present-day conditions, the small business printer needs the sort of help extended by the PIA central organization to its members.

Speaking on the topic, "The Future of the Printer as a Small Business Man," Mr. Dunnagan said, "The problem of the small manufacturer is that he has to know everything about his business. He cannot afford to have a lot of experts and specialists on his pay roll, as big business can. He must be able to do most of the jobs of management by and for himself, and to do this effectively he needs the information and guidance furnished by his trade association."

Always Place for Small Printer

Despite the fact that "the general trend in the industry is for larger units and greater specialization," he felt that "there will always be a place for the small service printer. This printer will operate a small general commercial printing business without any particular specialization. The small printer's place will be assured because he provides a service to small businesses in other fields."

Given a printer who wishes his plant to remain an "efficient, compact, small organization," the PIA head declared his confidence in a "real place, and a profitable and secure one" for him. Discussing ways and means for such a printer to succeed, he continued:

"How can he do it?"

"First of all, he must understand his market thoroughly. To whom should he logically sell, and what should he sell? Is his equipment and organization set up according to the needs of his market?"

"Second, does he know enough? Does he understand his business? Does he know his costs and can he control them? Does he have qualified personnel and is that personnel productive? How can it be made more productive? What are the weak spots in his organization and how can they be strengthened without adding to costs?"

Close Supervision an Advantage

"It would be very simple if every time a weak spot developed a small printer could afford to hire a man to take care of the problem, but he can't. The question is how can he solve the problem with his present organization? How can he tighten up without loosening up at the same time? When a big company adds frills to its management, how can the small printer achieve the same results without adding frills, and how can he use the clean, controlled management which he can have under his close supervision in a small business to offset some of the results which bigger competitors may be able to achieve through greater capital investment?"

"Can he be careful that when he makes an investment in new machinery it is not merely an addition to fixed assets but is rather a means of speeding up turnover or reducing costs? When he adopts the new methods that are coming into the industry, will he relate these methods closely to the needs of his organization and to the imperative that there must be actual savings or the change is not justified?"

"We in Washington, who operate Printing Industry of America, are not viewing the small printers' problems through a romantic haze. We know how tough it is for a small business man to operate successfully, and when we recommend that he learn more about his business, that he learn how to control it better, that he study the new methods, and that he apply the services which we offer him to his day-to-day operations, we do so because we know that it is his best chance for security."

In stressing the importance of proper management in printing, Mr.

Dunnagan prefaced his remarks by referring to the industry as "a splendid one, among the last truly free enterprise manufacturing industries in America. We are in a basic industry without which no other industry could operate, and we are in an industry with an unlimited market."

He went on to point out, however, that successful operation was far from assured, saying, "We know that we are also in an industry where the turnover of management and ownership is rapid. When we study the lists of successful printing companies in any community, we find that each generation tends to bring forward a new group of successful companies and somehow many have fallen by the wayside. The answer is obvious. Printing companies succeed in direct relation to the ability of their managers. Although institutions are said to be stronger than men, without good men no printing company ever exists long enough and successfully enough to become an institution. The secret to good management is management knowledge and its application."

"It has been said that there is no future for the small business and that big business will inevitably triumph in all fields. We accept the challenge. We say small business can succeed if it is well run, and we are trying to help our members run their businesses well."

He then described the various management services which Printing Industry of America has developed and made available to its 3,700 members, the great majority of whom are typical small business men.

These services include labor relations information and guidance material, accounting and cost finding services, an annual ratio study which serves as a yardstick against which individual companies can check their operations, textbooks on management subjects, textbooks and manuals for the training and retraining of skilled craftsmen, research reports on technological developments, and sales and marketing aids.

Answering the criticism sometimes made that PIA caters too much to the comparatively few large companies in the industry, and provides so many services that only the big companies can "digest" and use them, Mr. Dunnagan said that "each executive must make a selection from among the vast amount of material we send him and make use of that which can be adapted to his particular business."

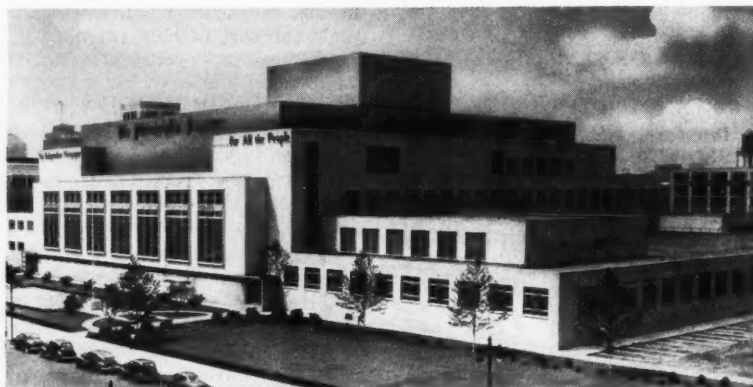
New Rotogravure Plant of Philadelphia Inquirer Effects *Recovers Solvents Used in*

By RANALD SAVERY NEW YORK EDITOR

(Editor's Note: Thanks are due to W. B. Leighton, Carbide and Carbon Chemicals Corporation, New York City, for assembling the basic technical material found in the following article.)

● NECESSITY to reduce costs without lowering quality has become one of the major factors in printing plant operation. A specialized attack on this problem has been carried out in the rotogravure plant of the Phila-

units, and five proof press units. Moreover, it was designed with a view to eventually increase the capacity to double its present equipment, which probably would make it the largest rotogravure printing plant in the world. Two factors motivated the desire of the management to use a solvent recovery system. One, of course, was to reduce costs. The other was to avoid the discharging of odorous fumes from the solvent exhaust vapors in the



This impressive modern building houses rotogravure plant of Philadelphia Inquirer. Ink solvent recovery system, described in this article, is installed on 61 press units now in plant. Solvent recovery equipment area is sufficiently large to meet contemplated expansion to 140 press units

delphia Inquirer, through installation of a system that recovers for re-use a high percentage of solvents contained in the printing inks.

Content of solvent in roto ink is very high, the *Inquirer* formulas setting it at approximately 75 per cent by weight. Considering the huge quantities of ink used in the plant, with a resultant daily discharge of several tons of solvent vapor, it is easy to understand the economies to be effected by a system designed to recover 80 per cent of the solvent for re-use. It reduces the costs of the new solvent used in the printing paste to a fraction of what they would amount to if the recovery system were not in operation.

The recovery system was installed as part of the equipment in the newly opened *Inquirer* roto plant. The plant at present contains a total of sixty-one press units—fifty regular production press units, six cover press

business section of Philadelphia where the plant is located.

The answer to both problems was supplied by the special products division of Carbide and Carbon Chemicals Corporation, which had devised a similar recovery system for the rotogravure plant of the New York *Daily News* ten years ago—the first such system to be operated in a printing plant in the United States, although the principle had been utilized extensively in connection with rayon manufacturing and smokeless powder. The successful experience at the *Daily News* led Carbide and Carbon to undertake a similar, although considerably enlarged system for the *Inquirer*.

The interest of this chemical corporation lies in the use of activated carbon as a key material in the recovery system through the adsorption process. Activated carbon is a special sort, filled with very tiny

fects
ed

Considerable Operating Economy With System Which

in Roto Printing Inks

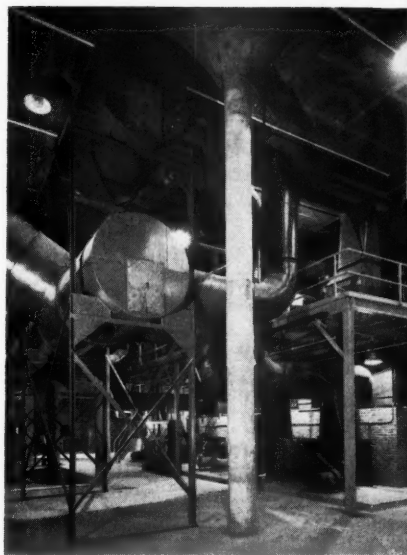
pores, so that its structure is something like that of a sponge. It exerts a molecular attraction for the solvent content of vapor-laden air, stripping the air, liquefying the solvent, and drawing it into the pores. Steaming releases the solvent from the carbon and rejuvenates the carbon for further adsorption.

C & C's special products division proposed for the *Inquirer* a two-unit solvent recovery plant, one-half of it designed for recovery of the high-speed solvent used in inks applied to newspaper rotogravure stock; the other half for recovery of lower speed solvent in the inks for printing cover stocks and coated magazine paper. High-speed solvent consists of esters and hydrocarbons, making possible rapid evaporation and quick drying to keep pace with a press speed of 1,600 feet per minute. The lower speed presses operate at about half that rate. The essential difference in the solvent used in the lower speed inks is usually obtained through variation of the hydrocarbon fraction.

Flow Diagram Complex

The basic supply of incoming ink is in the form of a thick paste containing the minimum allowable content of solvent. Before it is fed to the press fountains, the recovered solvent is added to the basic ink to bring it up to the 75 per cent of content by weight.

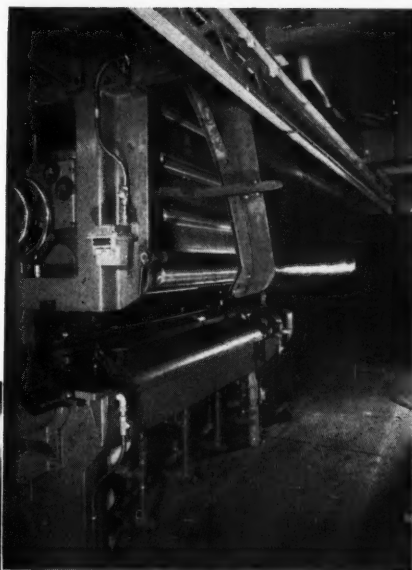
The "flow diagram" (on the next page) blue-printed by the technicians of Carbide and Carbon Chemicals Corporation for the recovery system looks like something to challenge the imagination of a Rube Goldberg, but the results are practical and realistic. Basically, it consists of a number of steps which complete the circuit from the delivery end of the press back to the fountain—collection of the solvent vapor released after the printing impression; purification; temperature adjustment; passage through beds of activated carbon contained in special adsorber vessels; separation of the exhaust air from the recovered solvent; reprocessing; storage before it is mixed with new ink.



Steps in detail start with a tight-fitting hood at the delivery end of the press under which the printed paper web passes. Heated air circulates through the hood, vaporizing the solvents and drying the ink after each impression. The vapor-laden air is exhausted through a duct which delivers it to the top floor of the building. This is accomplished by motor-driven blowers which draw the air through removable glass-fiber units to remove paper and dust particles. From here it is delivered to either half of the recovery system, depending on whether it is high-speed or low-speed solvent.

Steam Used in Process

After going through temperature-adjusting units, it next enters the adsorber vessels for passage through beds of activated "Columbia" carbon which is designed to provide maximum adsorption efficiency and capacity, low resistance to passage of air, high resistance to breakage, and long service life. Steam at low pressure is used to remove the adsorbed solvent from the carbon and to carry the solvent vapor to equipment where both steam and solvent are condensed, and where the solvent is processed for re-use. The processing system consists of condensers, cool-



ABOVE: Hood over each press unit picks up ink solvent, volatilized by warm air as paper web passes through, and passes solvent on to other recovery apparatus

LEFT: Solvent air mixture drawn from the pressroom is collected from various smaller ducts and then passes into main ducts which can be seen at top and left

BELOW: Observing elaborate automatic control panels, situated in room atop building, one operator controls entire roto ink solvent recovery plant system



ers, decanters, washers, heat exchangers, distillation columns, and inter-connecting piping. All of this equipment is fabricated of Type 347 Columbium-stabilized, chromium-nickel stainless steel for maximum life and to insure freedom from contamination.

The steam and solvent mixture is condensed in the condensing and cooling units on a mezzanine floor above the main recovery plant, then distributed by gravity through pipes to sub-basement level into continuous decanters, lined with stainless steel. Here it is separated into aqueous and hydrocarbon layers. Upper layers of the decanters may contain hydrocarbons, some ethyl acetate, isopropyl acetate, and butyl acetate, and possibly smaller amounts of ethanol and acetone. These layers first flow by gravity into "wet oil" surge tanks, which act to smooth out

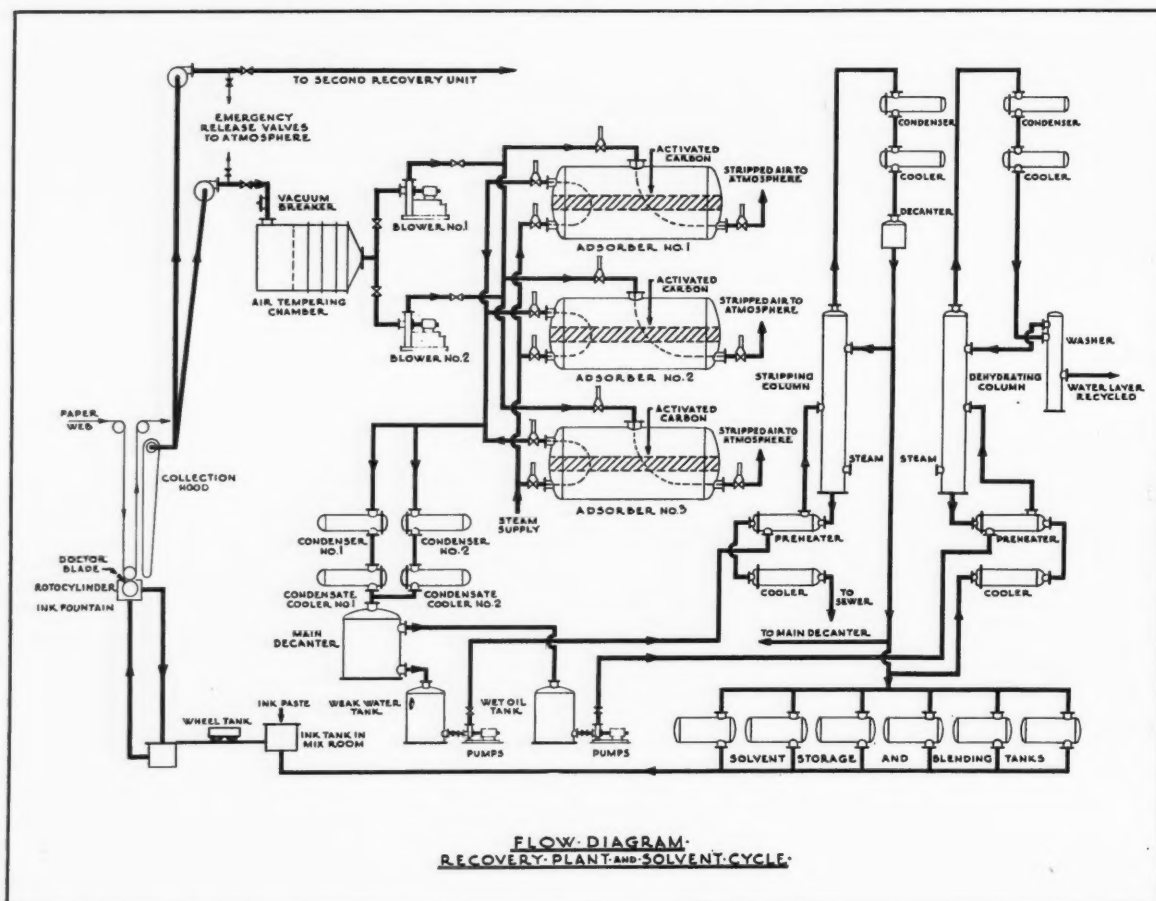
surges in the flow due to intermittent adsorber steaming; then are pumped through preheaters to dehydrating columns designed to reduce the water content of the solvent to a minimum. Solvent from the base sections of these columns is cooled

From storage, the recovered solvent is put to its destined use by mixing with the incoming basic ink. The final ink mixture is carted to the press fountains, the cycle completed.

Numerous operating details contribute to the efficiency of the sys-

Due to the fact that the solvents are highly flammable, a detailed network of fire protection devices has been set up throughout the recovery cycle.

It is obvious that installation and operation of such a recovery system



and sent to dried solvent storage. Solvent-containing water, removed as distillate from the dehydrating columns, is recycled back to the main decanters.

Meanwhile, from the decanters, the lower layers of so-called "weak water" flow by gravity into "weak water" surge tanks. This "weak water" contains the major portion of the water-soluble components of the ink solvents. These may include esters, ethanol, and possibly acetone. The water layers are pumped through preheaters to distillation columns, where substantially all of the solvent is stripped out as distillate. The water waste is discharged to the sewer. Depending on the composition of the solvent distillate, it is then transferred directly to storage or returned to the decanters for further separation and purification.

tem. These are, for example, signal lights in the recovery room corresponding to each press, to show which presses are using low-speed solvent and which the high-speed. These lights constitute a check to see that the solvent is being run through the proper recovery channels. A similar system on the individual presses allows the press foreman to set a damper which directs the vapor-laden air to the proper recovery unit. There are also floor ducts around the presses to pick up solvent vapors during down press time when there are cylinder changes, washing up, or cleaning of the ink fountains. The general control instruments are located in one central room on the top floor of the rotogravure building, from which the recovery plant operator can observe the entire solvent recovery system.

calls for a considerable capital investment. Due to the magnitude of the operations at the *Inquirer*, it is expected that the recovery plant will pay for itself over a maximum period of four years. After that, of course, the savings will be clear, except for operating and maintenance overhead.

Simpler installations for plants with less press units can be designed. The *Daily News* system was set up for twenty-one units. Carbide and Carbon Chemicals Corporation technicians state that the present basic system can be adapted economically for as few as five press units, such an installation being geared to pay for itself over approximately five years. They are also devoting research aimed at developing a system which can be utilized for still smaller plants.

Gus Reis
sales ma
eastern d
ideal Ro

From left
Cincinnati
representative
Miehle P

On beha
nois, Joh
recogniti
Dunnaga

O. F. Ne
his cong
ITU, upo
to serve

This year
Associati
urer; M.
vice-pres



Gus Reishel, assistant sales manager of the eastern division of the Ideal Roller Company



Paul N. Baxter, new manager of Los Angeles branch of International Printing Ink



Carl Denman has been named sales manager and vice-president of Danner Press, Akron



William J. Schneider, pressroom foreman at the William Feather Company for 25 years



David W. Schulkind at Aloha party in his honor on eve of his departure for Hawaii



Left: R. Randolph Karch, director of education at Graphic Arts Technical School, Minneapolis. Right: J. C. Dabney, New York district manager of Harris-Seybold



From left: Fred Bryant, Atlanta; W. H. Hammett, Cincinnati; and D. H. Moore, Dallas; sales representatives in three new territories established by Michle Printing Press & Manufacturing Company



Hamilton Wood, on left, president of Commonwealth Press, Worcester, presents gold watch to Daniel Connor, who has spent 58 years with the firm. Superintendent John J. Tighe looks on



Officers of Milwaukee-Racine Club of Printing House Craftsmen, from left: Carl Becker, financial secretary; Earl Ellis, second vice-president; Percy Champion, president; Alvin Veit, recording secretary; Gilbert Hoffman, first vice-president; David F. Olson, treasurer



On behalf of Graphic Arts Association of Illinois, John J. Maher (left) presents plaque in recognition of his accomplishments to Carl E. Dunnagan, head of PIA, at testimonial dinner



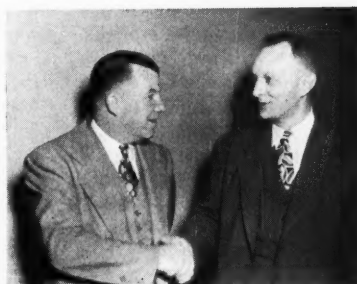
An honorary membership in New York Craftsmen club is presented to Lex Claybourn (at left) by Henry Schneider, club president

People ◀

At right: Ribbon-cutting ceremony at the formal opening of Philadelphia printing exhibit, from left: Ralph DeKalb, chairman of event; Harold F. Fiedler, Miss Toby Tyson, and John S. Williams

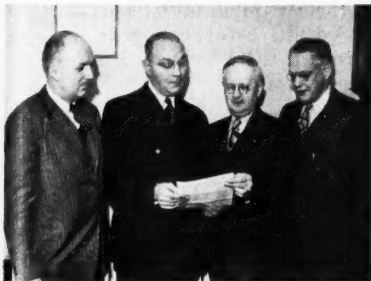
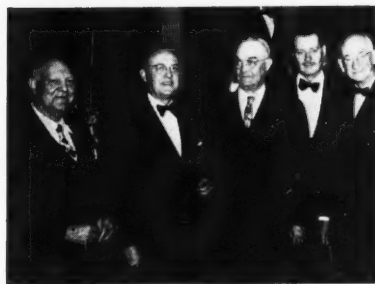


O. F. Newkirk (on left), of the NYEPA, offers his congratulations to Ralph Wright, member of ITU, upon his appointment by President Truman to serve as the Assistant Secretary of Labor



Clarence Mann (left), retiring chairman of the board of directors of Graphic Arts Industry, Incorporated, Minneapolis, congratulates James E. Whiting, new president of the association

At right: Carl E. Dunnagan with some of the men named "Jim" who have played a part in his life. From left: James T. Igoe, Mr. Dunnagan, James Walden, his father-in-law; James Brackett and James Sweeney



This year's officers of Cleveland Typothetae Association, from left: Frank Myers, treasurer; M. E. Jackman, president; F. M. Downs, vice-president, and W. J. Bishop, the secretary



Members of Milwaukee typographical union for 50 years receive lapel buttons. From left: Paul Grummel, union president; Stanley Pierce, Peter Frey, Robert Becker. Milwaukee Journal photo

Right: Detroit's mayor Eugene VanAntwerp signs Printing Week proclamation. Standing, from left: C. C. Means, Glen Peterson, Cecil J. Jourdan, Andrew Polscher, and Bradley L. Thompson



Return on Your Investment, Not Net Profit on Sales, Is Yardstick of Progress

By A. C. Kiechlin

● "How MUCH net profit did I make on sales?" Nine out of ten printers ask this question when their operating figures are tabulated at the end of the year—and many otherwise capable operators are numbered in the nine out of ten.

They overlook the fact that the ultimate yardstick of profitability is the return on their invested capital, which is the difference between the assets and the liabilities for a proprietorship, and the capital stock plus the surplus for a corporation. The net profit on sales is a monthly guide to business movement, but it is a secondary yardstick when considering the progress of a business over a period of years.

Return on Investment Counts

If one must invest a million dollars to make \$100,000 sales and nets a high percentage of profit on sales, say 20 per cent, that's only \$20,000 on a million dollar investment, or two per cent. A printer can get more than twice this return on safe outside investments with no managerial worries. He can go fishing and live the life of a country gentleman with no labor trouble and overhead-aches. Whether one has a million dollars invested in a business or a much lesser amount, the same thing holds true. One should always keep an eye on the return on capital investment.

The profit on sales, however, has been stressed so often in the past that most printers think only of this return and ignore completely the return on their invested capital. This was always a good measurement of managerial "know-how," and since the war, its omission from business analysis is likely to do more damage than it did before the war because profits have been higher and the printer should have increased his net worth proportionately.

For example, suppose that Printer Smith showed the profit and loss statement in the next column. (The figures are illustrative and do not

represent the operating ratios of any printer or group of printers.)

Smith's figures for 1938

Sales	\$25,000
Cost of sales	15,000
Margin on sales	\$10,000
Overhead expense	8,000
Net profit on sales	\$ 2,000
	or 8 per cent
Suppose this was his balance sheet in condensed form for the same year:	
Current assets	\$ 5,000
Fixed assets	10,000
Total	\$15,000
Current liabilities	\$ 2,500
Net worth	12,500
Total	\$15,000

He earned 8 per cent on sales, or \$2,000, which is 16 per cent on \$12,500 net worth. That was in 1938.

Since the war Smith's shop has been working to capacity; he averaged \$40,000 yearly sales and 8 per cent net, or \$3,200 yearly average. For the ten years intervening, these profits have increased his net worth \$32,500. He has had no losses to charge to net worth, and so it has jumped from \$12,500 to \$45,000.

In 1948, he had an average year; he did \$40,000 in sales, earned 8 per cent, or \$3,200 net profit, which is 60 per cent more net in dollars than he earned in 1938, when the net was \$2,000. Inasmuch as he focuses all attention on the net profit on sales, he is satisfied.

Earns Less Than 7.2 Per Cent

Considering only the sales volume and the net on sales, this isn't a bad showing in view of the fact that costs and taxes have increased heavily, but if Smith prepares a balance sheet in 1948 and computes the 1948 net profit on the net worth, he now earns less than 7.2 per cent return on this capital investment, whereas he earned 16 per cent in prewar days:

Current assets	\$12,000
Fixed assets	35,000
Total	\$47,000
Current liabilities	\$ 2,000
Net worth	45,000
Total	\$47,000

During the intervening years, higher costs and more liberal granting of credit have increased accounts receivable and inventories. He has more than doubled his cash in the bank because he has been earning more money. These increases have jumped his current assets from \$5,000 to \$12,000. He bought the building housing his printing plant at an inflated value and installed new equipment, which increased his fixed assets from \$10,000 to \$35,000. He has a lot more fixed capital to carry, a bigger capital investment, but he has cut the return on investment to less than half of that in prewar days.

Important Phase to Watch

Of course, this is an extreme case, which we outline just to emphasize an important phase of business analysis that should be watched from year to year. The current ratio, the difference between the current assets and the current liabilities, which gives the working capital, and the ratio of net profit to net worth are the two most important yardsticks of operating efficiency. Both are pretty much ignored by printers.

When times are good and sales come easy, it doesn't take much business wit to earn a profit. Since the war almost any established business could show a profit. But, as things are shaping up, it may not be long before those in the printing business will have to pay as much attention to business analysis as they pay to layout and paper.

Because of what has happened during the past ten years, the return on capital investment is one yardstick of business analysis that should be watched carefully. If this return has decreased since prewar days, you are not making your invested dollars work hard enough today. If our experience is any criterion, we believe that many printers are earning less profit on their capital investment than they earned before the war. This means that their business has slipped somewhere.

That "somewhere" depends upon circumstances. It may be over-expansion, high credit losses, "invisible losses" of one kind or another, such as job losses on certain work because the management uses no job

costing forms to check actual costs against estimated figures or flat rate prices. Every printer should estimate accurately and use whatever dependable guides are available, but if he stops at this point, he is a poor manager.

He should cost each job so that he knows whether actual costs line up with estimated costs, otherwise he may lose money on some jobs and never know it because the profitable jobs carry the unprofitable jobs unbeknown to the management. This is an "invisible loss" in many printing plants and helps to keep the ratio of profit on sales to net worth below par.

Stock has turnover, so has labor, so has net worth. The printer is familiar with the first two turns, but the last is quite Greek to him, yet it is one of the most important turns in his business. This is how to figure it:

Profit and Loss Statement Printer Smith

Sales	\$150,000
Cost of sales.....	110,000
Margin on sales.....	\$ 40,000
Overhead expense	35,000
Net profit on sales.....	\$ 5,000

Balance Sheet

Current assets.....	\$30,000
Fixed assets.....	32,000
Total	\$62,000
Current liabilities	\$12,000
Net worth.....	50,000
Total	\$62,000

These statements show three turns per year on net worth, the net worth divided into the sales, and 10 per cent on capital invested, \$5,000 sales to \$50,000 net worth. Before the war, our surveys showed that the average turn on net worth for printers was five, and the return on investment, 15 per cent. However, the turn on net worth depends upon sales, profits, and the dollars invested in the business. There are as many different combinations of these three factors as there are hands in poker.

Watch Turn on Net Worth

Overcapitalization is at the root of much of the trouble when the turn on net worth is low. That is one reason why the printer should watch this turn. It flashes the red light when he is sinking too much money in his business for the return it yields. It tells him when to put promotional pressure behind his sales

in order to get enough business to justify his investment.

Before the war, spot-checks of printers with high capital investments showed that many had a low turn on net worth, sometimes less than three, whereas printers with smaller business investments, from \$20,000 to \$30,000 net worth, earned as high as 24 per cent on their invested dollars. This would indicate that some large printers earn less than they should on their invested capital which may be due to the fact that they pay too little attention to the yield on their invested dollars or they have invested too much in expansion without due consideration for all influencing factors, or they are not promoting sales with top-flight efficiency.

Check Prewar Figures

Because there are so many variables in the picture, we cannot give specific recommendations. It can be said, however, that the printer who gets a big return on his invested dollars is a topflight operator, that all printers should keep their eye on this return and compare the yield with that of safe outside investments. If you are only approximating outside yields on safe investments, then you are not getting enough return from your own business for the risk.

When sales recede, the return may drop to less than the yield on safe outside investments. Business may take the low road some day and then it won't be so healthy for the printer who has been making a low return on capital invested while business has been on the high road. Even if we go along full speed ahead, it is wise business to be prepared for the worst.

Check this return on investment against prewar figures. If you are doing a good business job, this return should have increased, not decreased. Watch it periodically. Try to keep as far above the return on safe outside investments as possible to pay you well for your business efforts and risk, and to cushion a decrease to outside yields or less if business tapers downward. When you contemplate expansion, try to appraise the effect on this return.

Finally, the higher your return on capital investment, the more your business is worth on the market. This return is the most important factor when appraising the value of a business. A buyer considers the excess of the earnings on net worth over the earnings on safe outside investments when he considers buying an established business.

—ANOTHER IN A SERIES OF TOPFLIGHT CRAFTSMEN



H. Guy Bradley

We cannot "introduce" to our readers many of our "Topflight Craftsmen." They are too well known. We can only see that they step forward and take a deserved bow. Such a craftsman is H. Guy Bradley.

In the printing business for thirty-seven years, Mr. Bradley has spent the past thirty-two as manager of the printing department of Eli Lilly & Company at Indianapolis. He has been in organization work since the Ben Franklin clubs, climaxing his interest by becoming president of the International Association of Printing House Craftsmen in August, 1945. He also has served as president of the Indianapolis Club.

"Share Your Knowledge is my Bible," says Mr. Bradley, "and it has paid off in a big way. Any problem can be solved if you get in touch with the right people. I give full credit to suppliers of paper, ink, plates, and equipment. They will help if you give them a chance."

Likewise he recommends reading convention and trade reports, because "you always learn something." And he maintains an interest in costs and planning, saying that there's one best way to produce every job.

Aside from the conventional hobbies of fishing, golf, and bowling, Mr. Bradley's favorite is visiting plants—a hobby he pursues vigorously, having visited a hundred or more plants and "secured ideas from all of them."

NEW ALA CONTRACTS SIGNED

Contract renewals between employers and locals of the Amalgamated Lithographers of America have been signed as follows, according to an announcement by the Lithographers National Association.

In New York City, the new contract calls for wage increases of \$2 per week across the board for finishing help; \$3 per week for all employees whose minimum scale rates were under \$55 a week; \$5 weekly increase to all employees whose minimum scale rates were \$55 per week and over. For the health and welfare fund, the employer's contribution was increased from \$1.04 per week per employee to \$1.65 per week for all female finishing help, and to \$2 per week for all employees other than female finishing help.

In Milwaukee, Wisconsin, the new contract calls for \$5 per week increase across the board, the group contract covering skilled classifications only. For the health and welfare fund, employers agreed to a contribution of \$2 per week per employee, the fund to be administered by a joint committee with equal representation.

In Scranton, Pennsylvania, a new contract calls for wage increases of \$6.70 to \$10.70 per week, depending on job classification.

In Poughkeepsie, New York, the contract grants a 5 per cent increase to all employees in the bargaining unit.

PRINTER USES TELEVISION

Television as a promotion medium was used by the Missouri Printing and Engraving Company, St. Louis, in an hour-long program from the St. Louis sports, boat, and travel show on January 26. The firm informed its customers and prospects in advance about the program which it was sponsoring, and during the broadcast, six one-minute commercials were inserted concerning the history of the company; a description of the type of equipment and work done by the firm; its creative department, and an invitation to the television audience to call. The visual aids which were televised included enlarged progressive proofs of work, hand-lettered and decorated cards, specimens of the finished product, and a "blow-up" of the telephone number.

Fifty phone calls on the following day came from persons who commended the show, and follow-up developed a number of sizable orders. Milton Fischmann, president of the firm, has announced that television programs will be further tested this spring. A. W. Olsen, sales manager, and D. M. Boon, advertising manager of the firm, prepared the visual presentations.

MOVES DISTRICT OFFICE

The entire west section of the tenth floor of the Rand McNally Building in Chicago has been leased by Intertype Corporation for its midwestern district office of which John S. Plum-

The MONTH'S NEWS

Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 20th of month preceding issue date

mer is manager. Associated with Mr. Plummer in the new office are Walter F. Severin, assistant manager; Charles Stupka, sales manager; and Charles E. Franklin, service manager.

OPERATE NEW ATLANTA PLANT

The new Atlanta, Georgia, plant of Tingué, Brown & Company, manufacturer of press blankets and drawsheets,



Plant of Tingué, Brown & Company in Atlanta

is now in full operation, the company has announced. The new plant, handsomely modern, more than doubles the floor space of the old quarters of the company.

MERGENTHALER STARTS SURVEY

The Mergenthaler Linotype Company has initiated a survey of "trends and trade requirements in the printing and publishing industry." The nationwide study is being directed by George Fry and Associates, Incorporated.

According to the announcement by Linotype, the project "is designed to reduce to a factual basis the results of the industry's recent experiences with old and new processes. Claims have been made for so many developments that a careful analysis is necessary to determine the needs of the industry, and effectiveness of present and proposed equipment in meeting those needs."

ANNOUNCE JUDGES OF CONTEST

Harry L. Gage, graphic arts consultant to Mergenthaler Linotype Company, is chairman of a jury of five persons who will select thirty national prize winners in the thirteenth annual IPI essay contest, sponsored jointly by the International Printing Ink division of Interchemical Corporation and the National Graphic Arts Educational Association. Other judges are Carl E. Dunnagan, Chicago, president of Printing Industry of America; Lou Little, Columbia University; Miss Mary Jean Simpson, University of Vermont; and William G. Simpson, president of the C. T. Dearing Printing Company, Louisville. Essays have been submitted on "Printing and Free Government" in the current contest by an estimated 20,000 students of high schools and preparatory schools in thirty-eight states, Canada, and Hawaii. The first prize is \$500.

SCHIRMER MADE VICE-PRESIDENT

E. A. Schirmer has been elected vice-president of Crowell-Collier Publishing Company, in charge of western operations, it has been announced in New York. Mr. Schirmer has been Detroit manager of the firm, which publishes *Collier's*, *Woman's Home Companion* and *The American Magazine*. He is continuing to make his headquarters in Detroit, the announcement states, but will direct activities of the Chicago and San Francisco offices as well.

Mr. Schirmer joined Crowell-Collier in San Francisco in 1930. He was transferred to the Detroit office in 1935, and made manager there in 1939. Three years ago he became a member of the board of directors of the company.

LITHOGRAPHER WINS SUIT

In a case before Judge Louis J. Capozzoli in the New York City Court in January, the Universal Map Company was defeated in its contention that it had property rights in the lithographic plates made by Lutz and Sheinkman, lithography firm. The trade custom of the lithographic industry was upheld; in the absence of an agreement to the contrary, lithographic plates belong to the lithographer. The legal department of the Lithographers National Association assisted counsel for Lutz and Sheinkman in the lawsuit.

BRITISH PRINTERS MAY VISIT

British printers are considering plans made by the Anglo-American Council of Productivity, representing both British and USA interests, to have joint teams of employers and employees of England visit various industrial centers in the United States for the purpose of studying production methods. Each team will spend two months in this country. The formation of teams in the printing industry is being considered by the British Federation of Master Printers. The study project is sponsored by the British government.

THE INLAND PRINTER for March, 1949

HONOR LUIS IRELAND

Luis A. Ireland was guest of honor at a testimonial luncheon under auspices of the Employing Printers Association of San Francisco on January 20, to mark completion of his thirty years of service as secretary. B. A. Hansen, chairman of the testimonial committee, presided and introduced visitors from other cities including Roy Rosenthal, Seattle; Gordon Holmquist, Los Angeles; Walter Riffie and Sheldon Riveroll, San Jose; and Herbert Silvius and J. Donald Adam of Sacramento.

Ray Rath, president of the association, presented Mr. Ireland with a gold watch and wristband, inscribed to suit the occasion, and in his speech mentioned that the honored guest had begun his service as secretary January 17, 1919, on the anniversary of Benjamin Franklin's birthday. A book with signatures of all guests was presented to Mr. Ireland. The book also contained a testimonial concerning his record, referring to the manner in which he served the association "with high understanding, intelligence, and sympathetic co-operation." One paragraph reads as follows:

"It has been said of Ireland, and may well be repeated here, that in his approach to controversial matters, he has always been forthright, firm, and fair. His has been the unique diplomacy of plain speaking and just dealing. He has won, and he keeps, the respect of the printer at the desk, and the printer at the case."

The testimonial concluded with congratulations upon his completion of thirty years of service and extended the warmth of friendship and affection of the members, and a wish for "many, many more years in the work you love."

DOESBURG ASSUMES NEW DUTIES

John H. Doesburg, secretary and attorney for R. R. Donnelley & Sons Company, Chicago, has resigned for the purpose of becoming secretary and general counsel of the Master Printers Section of Printing Industry of America, in Washington, D. C., and also to engage in law practice in Chicago.



JOHN H. DOESBURG

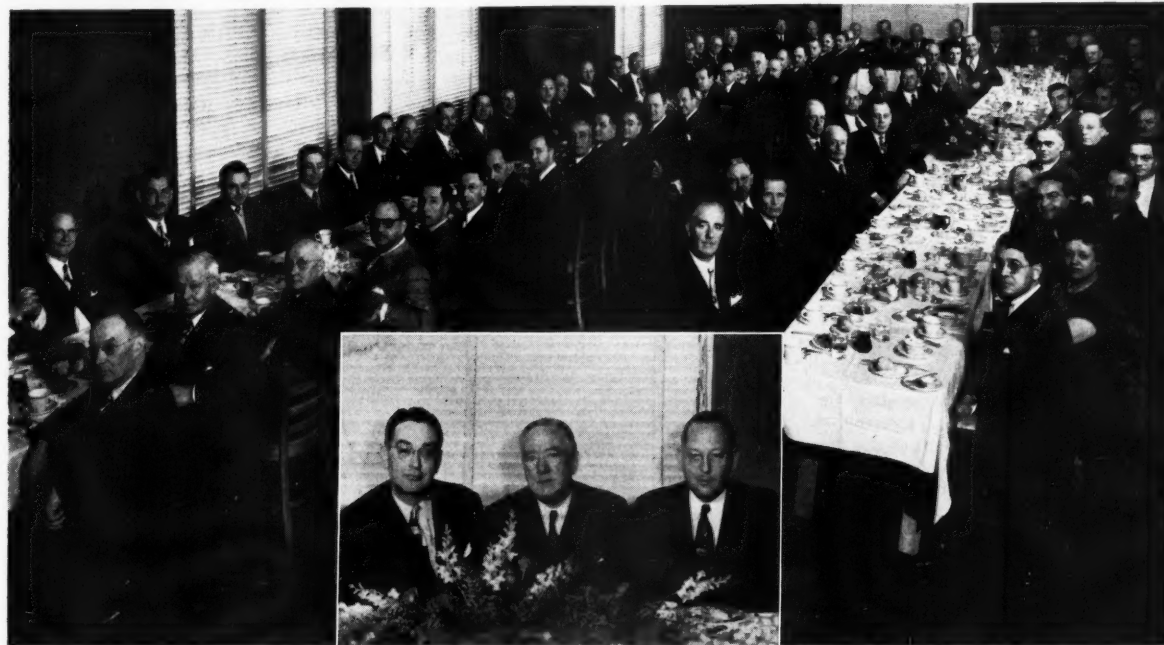
Announcement of his appointment as the representative of the open-shop group of PIA was made by James J. Rudisill, president of the Master Printers Section. He announced that the enlarged program of the MPS includes producing publications dealing with

basic principles of operation of open shops, specialized interpretation of statutes and administrative rulings, and specific information concerning industrial relations as applied to the printing industry. Mr. Doesburg will head this enlarged program, and will also conduct meetings throughout the country for the benefit of open-shop printers.

In his law practice, Mr. Doesburg will be associated in Chicago with Norman Goddess, who now specializes in work for employers in the graphic arts. Mr. Doesburg is a graduate of Northwestern University, and became connected with R. R. Donnelley & Company in 1935. Before he assumed his duties as attorney for the company he went through the Donnelley training system, working in the composing room, binderies, pressroom, shipping room, estimating and other departments in order to become familiar with all operations connected with the production and management of printing. During the war he served in the Navy, where he attained the rank of lieutenant commander.

FTC DEFINES ENGRAVING

A Chicago printer has agreed with the Federal Trade Commission to refrain from advertising wedding invitations as "printed and process engraved," because the printing was done with "regular type with a slow drying ink and a chemical in powdered form." The Federal Trade Commission's ruling is that such printing cannot be properly referred to as engraved, or process engraved. Ruling is that "engraving requires the use of a metal plate into which words, letters, and designs are cut below the surface of the plate."



Employing Printers' Association of San Francisco honors Luis A. Ireland at luncheon. Insert, from left: Ray Rath, Mr. Ireland, and B. A. Hansen

REOPEN MONOTYPE SCHOOL

Joseph F. Costello, president of the Lanston Monotype Company, has announced the reopening on February 14 of the Monotype School at the factory in Philadelphia for keyboard and casting machine instruction and practice. The school was discontinued during the war but both owners and operators of machines requested the company to resume the school. In consequence, a wing on the first floor of the factory was set aside for the school, containing 2,800 square feet of floor space.

John C. Mayr, who has scholastic credits required by the state law in Pennsylvania and the practical mechanical experience essential to qualify for trade instruction, is principal of the school. He is assisted by Earle Cowperthwait who also is a combination teacher and operator of Monotype equipment. Arthur E. Becker is the registrar.

The equipment being used includes eighteen keyboards, thirteen casting units, the material maker, the Giant caster, the type and rule caster, and the Monotype-Thompson type caster. Class instruction will be supplemented by individual attention in cases where students are faster or slower than the average student. A nominal tuition fee is charged.

OFFERS \$1,000 PRIZE

McCandlish Lithograph Corporation, Philadelphia, has offered a first prize of \$1,000, second of \$250, and third of \$100, for the three best poster designs submitted in a contest to close April 30, 1949. The designs are for 24-sheet posters which have an over-all measurement of 19 feet 6 inches by 8 feet 8 inches. Designs entered should be sized proportionately.

Any American artist or art student is eligible to enter the competition. Designs which are not winners will be considered for possible purchase by the company at a price not to exceed the amount of the second prize. The poster drawing is to advertise any cigarette which the artist may choose, and the artist may submit as many designs as he wishes. Rules of the contest may be obtained from the company, at Roberts Avenue and Stokley Street, Philadelphia 29.

JOINS ROBERTS & PORTER

Charles Rahn, prominent in the lithographic industry in Chicago for many years, has joined the staff of Roberts & Porter, Incorporated, Chicago, as a consulting engineer, so Hugh R. Adams, president of the firm, has announced. Mr. Rahn was for thirty-five years connected with Regensteiner Corporation as superintendent of lithographic production, and previously was connected with the Goes Lithographing Company where in 1907 he operated the first offset press installed there. He was one of the organizers of the Litho Club of Chicago, which he served as president.

CONFERENCE ANNOUNCED

A. P. Schloegel, executive secretary of the International Association of Electrotypers and Stereotypers, has announced that the Spring conference of members and non-members will be held in Atlantic City on April 19 and 20. Only business sessions are planned by the association.

At a meeting of the technical advisory committee of the association held in Des Moines, Iowa, February 2, it was decided that two booklets on the subject of electrotyping will be revised and published in a single volume. A qualified man will be employed to compile and cross-index technical articles and other data of interest to members and make the compilation available for reference purposes. C. A. Mawicke, chairman of the committee, presided at the session.

STAMP CONTEST ANNOUNCED

A competition has been announced for the design of the 1950 Printing Week stamp by the International Association of Printing House Craftsmen. Rules governing the contest provide that it is open to anyone connected with the graphic arts or allied industries. The deadline is May 14, 1949. Entries should be made through local clubs and forwarded to John A. Waryn, 1312 Golf Terrace, Union, New Jersey.

HUBER RECEIVES AWARD

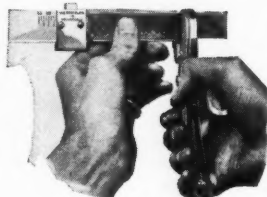
J. M. Huber Corporation has received a certificate of merit award from the Liberty Mutual Insurance Company, because of having operated its Brooklyn printing ink plant free from lost-time accidents for 345,336 man hours from February 13, 1947, to October 6, 1948.

FOR TOP
ACCURACY...

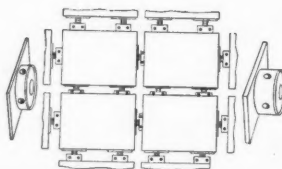
Specify **ROUSE**
TIME-SAVING EQUIPMENT FOR PRINTERS



No. 2 Band Saw



Slug Clippers



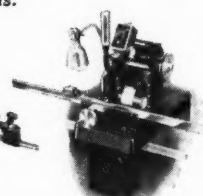
Register Quoins



No. 40 Lead and Rule Cutter



Sonnett Positive Assembler



Economy Vertical Miterer



Hand Miterer



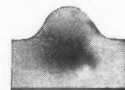
Composing Stick



Newspaper Wall File



Line Gauge



Make-Up Rule

H. B. ROUSE AND COMPANY

2214 N. Wayne Avenue, Chicago 14, Illinois

"50 YEARS OF SERVICE TO THE PRINTING INDUSTRY"

PAPER GROUP CONVENES

For the first time since prewar days, productive capacity of the paper industry is now above demand. This development constituted one of the main themes stressed by speakers at the seventy-second annual convention of the American Paper and Pulp Association and its affiliated groups, held February 19 through 24 in New York City.

The meeting was one of the best attended on record. Close to 1,000 mill executives gathered at the Waldorf-Astoria Hotel. Several hundred salesmen swelled the attendance, while there was a large assemblage of technical men meeting simultaneously at the Commodore Hotel for deliberations of the Technical Association of the Pulp and Paper Industry. Fifteen hundred were present at the annual luncheon of the Salesmen's Association of the Paper Industry to hear guest speaker Dr. William E. Stevenson, head of Oberlin College, talk on "A Quick Look at the Education Industry."

The fact that something approximating a buyer's market apparently is in store for the paper industry in no way dampened the optimistic enthusiasm of the leaders at the convention. In his annual report, president Cola G. Parker (Kimberly-Clark Corporation), who was re-elected head of the Association, said: "At a time when the public is confused by conflicting claims as to industry's effort to meet demand . . . we offer ourselves as an outstanding example of an industry responding with all the speed that pressure made possible to achieve a capacity more than adequate to public needs." Other speakers foresaw a continued demand for paper that would hold up well to the past year's levels, and would keep the industry on a stable basis under more competitive conditions.

Statistics cited by Mr. Parker traced the growth in the paper and board industry's capacity since 1940. For that year, he stated, it was 16,900,000 tons. In 1947 it had grown to 21,700,000 tons; in 1948 to 23,250,000 tons; for 1949 it is estimated at 24,325,000 tons. Pulp capacity has increased, he said, from 10,400,000 tons in 1940, to an estimated 15,000,000 tons for 1949. In 1948, it was 14,000,000. He paid special tribute to the Canadian fiber and newsprint industry for its "record production and contribution to our national requirements."

A special graphic arts panel featured a morning session of the Technical Association of the Pulp and Paper Industry. Speakers and their subjects were: Everett F. Carman, who described a new ink drying testing device, known as the Ink Dryograph; Milton Zucker, of Interchemical Corporation, who told of experiments conducted in IPI laboratories to develop a method of printing upon coated paper by the web offset method on long runs at high speeds; R. M. Schaffert, of Battelle Memorial Institute, who described the principles of Xerography and Xero-

ANSWERS IT'S A QUIZ

Here are the answers to the quiz on page 50. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. c or gravure where everything is screened.
2. c or Japan and d or 770 A.D. It is believed that the Empress of Japan caused a million "impressions" to be run of a Buddhist Scripture.
3. e or Bodoni, Giambattista Bodoni, in Parma, Italy, in 1789.
4. a or Intertype.
5. b or smaller than the en quad. Two 4-em spaces would be the same size, set-wise, as an en quad.
6. d or Linotype-Intertype.
7. e or Monotype.
8. b or folding machine.
9. f or photoengraving.
10. c or stereotyping.
11. g or lock-up; used in some chases.
12. a or platen press; used on roller stocks.
13. d or Linotype-Intertype.
14. e or Monotype.

printing; and A. C. Zettlemoyer and Clyde G. Eckhart, of the National Printing Ink Research Institute, Lehigh University, who spoke on "An Introduction to Ink Coverage."

First vice-president R. K. Ferguson (St. Regis Paper Company) was re-elected to that office by APPA. George Olmsted, Jr., (S. D. Warren Company) was elected a vice-president to fill a vacancy on the executive committee.

Alan Helfrich (St. Regis) named president of the Salesmen's Association, succeeds Edward J. Edwards (Howard Paper Company). L. Worthington Dodd (Champion Paper & Fibre Company) was named assistant Eastern vice-president; George Watson (Wheelright Papers, Incorporated) is the new Western vice-president.

In the Coated and Processed Paper Association, William B. Snow (Midlex Products Corporation) was re-elected president; Spurgeon F. Barndt (Wyomissing Glazed Paper Company) was elected vice-president to represent the manufacturing division; Bernard B. Novasel (Lachman-Novasel Paper Corporation) was elected vice-president for the merchandising division.

Technical Association for the Pulp and Paper Industry elected Albert E. Bachman (Missisquoi Corporation) as president; Kenneth Geohegan (Aetna Paper Company Division of the Howard Paper Mills) as vice-president.

WILL DISCUSS RESEARCH

Research leaders in the graphic arts will be speakers at the two-day conference of the Technical Association of the Lithographic Industry to be held in Chicago, April 12 and 13. The association was organized last Fall with Michael H. Bruno, research manager of the Lithographic Technical Foundation, as its president.

Ralph M. Evans, Eastman Kodak Company, will discuss "Seeing Light and Color" at the dinner meeting to be held in connection with the conference. The four technical sessions will be highlighted by papers, speeches, and in some cases by demonstrations. Dr. F. H. Frost and A. P. Reynolds of the S. D. Warren Company, will discuss a new type of paper; Dr. J. A. Van den Akker, Institute of Paper Chemistry, "The Surface and Strength of Paper"; Dr. P. J. Hartsuch, Lithographic Technical Foundation, "Improved Desensitization and the Removal of Residual Albumin"; J. A. C. Yule, Eastman Kodak Company, "The Black Printer"; Frank Preucil, Gerlach-Barklow Company, "Masking"; G. N. Martin, LTF, "Bi-Metal Plates and Wettability"; Dr. R. S. Hunter, Henry A. Gardner Laboratories, "Measurement of Colors"; and G. W. Jorgensen, LTF, "Study of Tone Reproduction." Papers will be read on "Motor-driven Arc Illumination," "Measurement of Lens Flare," and other technical topics.

The TALI meeting will be held during the week of the twenty-fifth anniversary of the Lithographic Technical Foundation and the LTF Tri-State Technical Forum for lithographers of Illinois, Wisconsin, and Indiana. Schedules of the three events are being so arranged that no conflict of sessions will occur, so that visitors may derive benefits from all of the meetings. TALI was organized by technically minded men so that research men in the graphic arts might have a scientific society in which ideas can be discussed. In addition to President Bruno, the officers are Dr. Marvin C. Rogers, R. R. Donnelley & Sons Company, first vice-president; Herbert R. Leedy, Harris Seybold Company, Cleveland, second vice-president; George W. Wilhelm, litho chemist, Rand McNally and Company, Chicago, secretary-treasurer.

RABADAN RETIRES

Sylvester Rabadan has retired from his position with the American Type Founders, Incorporated, of Elizabeth, New Jersey, after forty-five years of service with the company. He had been credit and collection manager.

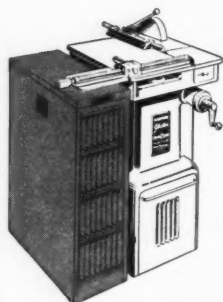
Son of an ATF salesman, Mr. Rabadan started with the firm also in that capacity, assigned to the New York branch. During his years of selling he was prominent in introducing the Kelly press to the trade. He became assistant branch manager in New York, and from that position was chosen in 1934 to head the collection department at the home office.

Step up and **SAW** with a **TRIM O SAW**



SAVE { TYPESETTING MAKE-UP PRESS } TIME

Save Typesetting Time — eliminate lost time resetting slugs sawn short . . . eliminate lost time resawing slugs sawn long. A Hammond TrimO saw saves this lost time by sawing and trimming slugs accurately to measure — the first time. Save Make-Up Time — eliminate lost time filling the form with "dutchman" to make the form lift. A Hammond TrimO saw will saw your slugs, material and plates accurate and square for fast make-up. Save Press Time — eliminate lost press time and spoilage due to work-ups. A Hammond TrimO saw will help stop work-ups by sawing everything to precise measure and squareness.



HAMMOND
Glider
TRIM O SAW
AND NO. 32
STRIP MATERIAL
CABINET

HAMMOND
*Ben
Franklin*
TRIM O SAW



HAMMOND
Mercury
TRIM O SAW



Hammond Machinery Builders
INC.

1616 DOUGLAS AVENUE

KALAMAZOO, MICHIGAN

DEFENSE ASSESSMENT DROPPED

Members of the ITU will not be required to pay special "defense" assessments of 4½ per cent in the immediate future because a probable balance in the treasury of \$5,000,000 on March 20, as reported by Don Hurd, secretary-treasurer, will be sufficient to meet expenditures for some time, "depending upon how constant the rate of expenditures." A year ago in February, 1948, the membership of the ITU voted the special defense assessment of 4½ per cent for one year beginning with the dues month of March. No action has been taken currently to authorize the ITU management to collect any more special defense money. The regular ½ per cent assessment continues to be in force.

Woodruff Randolph, president of the ITU, in a message to members published in the February issue of the *Typographical Journal*, suggests that future assessments may be necessary. In part, he wrote:

"The life of the union must be maintained under the most adverse circumstances for some time to come. Your president has repeatedly, in these columns of the *Journal*, advised you of that fact and of the need for supporting defensive efforts of whatever character may be necessary to maintain the union and win the strikes now in progress. Whatever the need may be, whether it is 1 per cent, 5 per cent, or 10 per cent, the members of the union must respond to the need and do it cheerfully and overwhelmingly."

He answered critics within the ranks "who unthinkingly complain of payment of a 5 per cent assessment." He said the strikers in Chicago and other places are fighting the battles of the union for the membership and all that the other members have to do is to "furnish them with the sinews of war." Continuing, he wrote: "Under such circumstances, who among us can openly and conscientiously oppose the payment of 5 per cent, 10 per cent, or even 20 per cent, if necessary, to help our members now on strike or who may be forced on strike tomorrow or the next day? ... A comparatively small assessment now is insurance against the possibility of trouble in your own jurisdiction later."

RAND McNALLY BUYS CONKEY

Rand McNally & Company, Chicago, has borrowed \$1,500,000 from the Prudential Insurance Company, to finance its recent purchase of the W. B. Conkey Company, Hammond, Indiana. The Indiana plant will be operated as the W. B. Conkey division of Rand McNally and Company. The company is incorporated under the laws of Illinois, and its ownership of stock is in the hands of members of the McNally family. As security for the loan, the ten-story building in Chicago owned by the company and the Hammond plant were included in the fifteen-year mortgage given to the insurance company.

DISPLAYS FIRST HARRIS PRESS

Two Harris offset presses, one built in 1906—the first Harris offset press—and the new model 128—(21 by 28) are features of a machinery display at the Eastern District headquarters of Harris-Seybold Company in New York City. The first offset press was delivered to Security Banknote Company, Pittsburgh, in July, 1906. It was operated for thirty-five years and then returned to the Harris-Seybold Company for exhibition purposes.



New and old on display at New York headquarters of Harris-Seybold Company. At left is the new Harris offset press. On right is the first Harris offset, built in 1906, now retired from active duty

ISSUES ESTIMATING GUIDE

A guide for estimating production of machine and hand composition and make-up has been issued by the International Typographic Composition Association, and printed copies have been sent to members. Frank M. Sherman, executive director of the ITCA, said the guide was prepared as a source of information only and it is intended to be used for estimating purposes by members who have no data covering the time required to perform production operations in their own plants.

"It is not intended to be used as a means of establishing any form of price control," said Mr. Sherman. "Its purpose is to set up production standards for the trade. The guide is being distributed to ITCA members only, but copies will be sent to non-members who write to ITCA headquarters on a firm letterhead."

Specimens of single price, price and one-quarter, price and one-half, double price, and time work are shown in the pages of the guide. Units of time are measured on the basis of six minutes a unit.

ATLANTA OFFICERS ELECTED

The Graphic Arts Association of Atlanta, Georgia, has elected the following officers: President, John L. Parks, Parks Printing Company; vice-president, James N. Keelin, Jr.; and treasurer, A. C. Castleberry, Williams Printing Company.

TO HOLD EDUCATION CONFERENCE

Plans have been announced for the twenty-fourth annual conference on printing education of the National Graphic Arts Education Association to be held in the new Technical Trade School at Pressmen's Home, Tennessee, June 20 through 22. Details of the program are being worked out by John G. Henderson, Washburne School, Chicago, president of the NGAEA, and Fred J. Hartman, Washington, D. C., educational director.

ANNOUNCE TYPOGRAPHIC AWARD

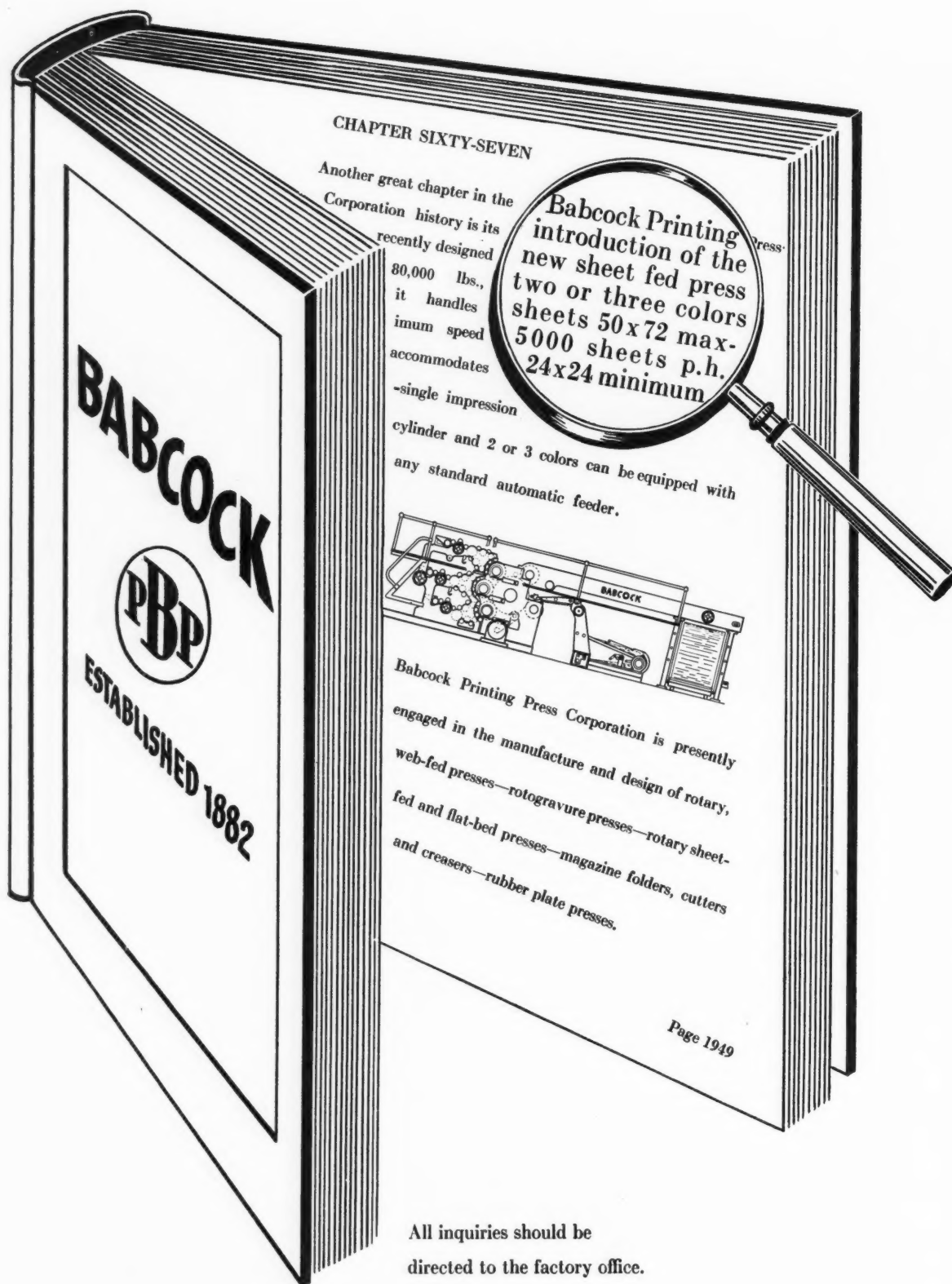
Five groups of newspapers participated in the tenth annual typography contest, results of which were announced at the meeting of the Inland Daily Press Association in Chicago, February 14. Professor Albert A. Sutton of the Medill School of Journalism at Northwestern University, who directed the contest, announced the first place winners as follows:

Carroll (Iowa) Times-Herald in Class A, of newspapers of 5,000 circulation; *Midland (Michigan) News* in Class B, 5,000 to 10,000 circulation; *Rochester (Minnesota) Post-Bulletin* in Class C, 10,000 to 25,000 circulation; *Appleton (Wisconsin) Post-Crescent* in Class D, 25,000 to 75,000 circulation; *Milwaukee Journal* in Class E, over 75,000 circulation.

TYSON APPOINTS OFFICERS

O. S. Tyson and Company, Incorporated, New York City, advertising agency active in the graphic arts field, has announced several appointments to its executive staff by the board of directors. The announcement was made by O. S. Tyson, chairman of the board.

The appointments are as follows: President, Fay Keyler, who has been acting as executive vice-president since 1947; vice-president, Kenneth W. Bailey; vice-president and treasurer, Irwin W. Tyson; vice-president, Richard V. Morrison; secretary and assistant treasurer, Mildred G. Gleason.



BABCOCK PRINTING PRESS CORPORATION

800 Waynesburg Road, S. E.

CANTON, OHIO

Phone 4-5145



Smart Choice...

OXFORD

...For 2 Reasons

1. There's an Oxford Paper that's Right for Every Printing Need

We've been concentrating on fine book papers for half a century—and the excellent printing quality of every paper in our full range of grades shows it.



2. Oxford Papers Are as Handy as Your Phone

Oxford paper merchants make it their business to meet your needs for Oxford papers promptly from stocks in 64 principal cities from coast to coast.

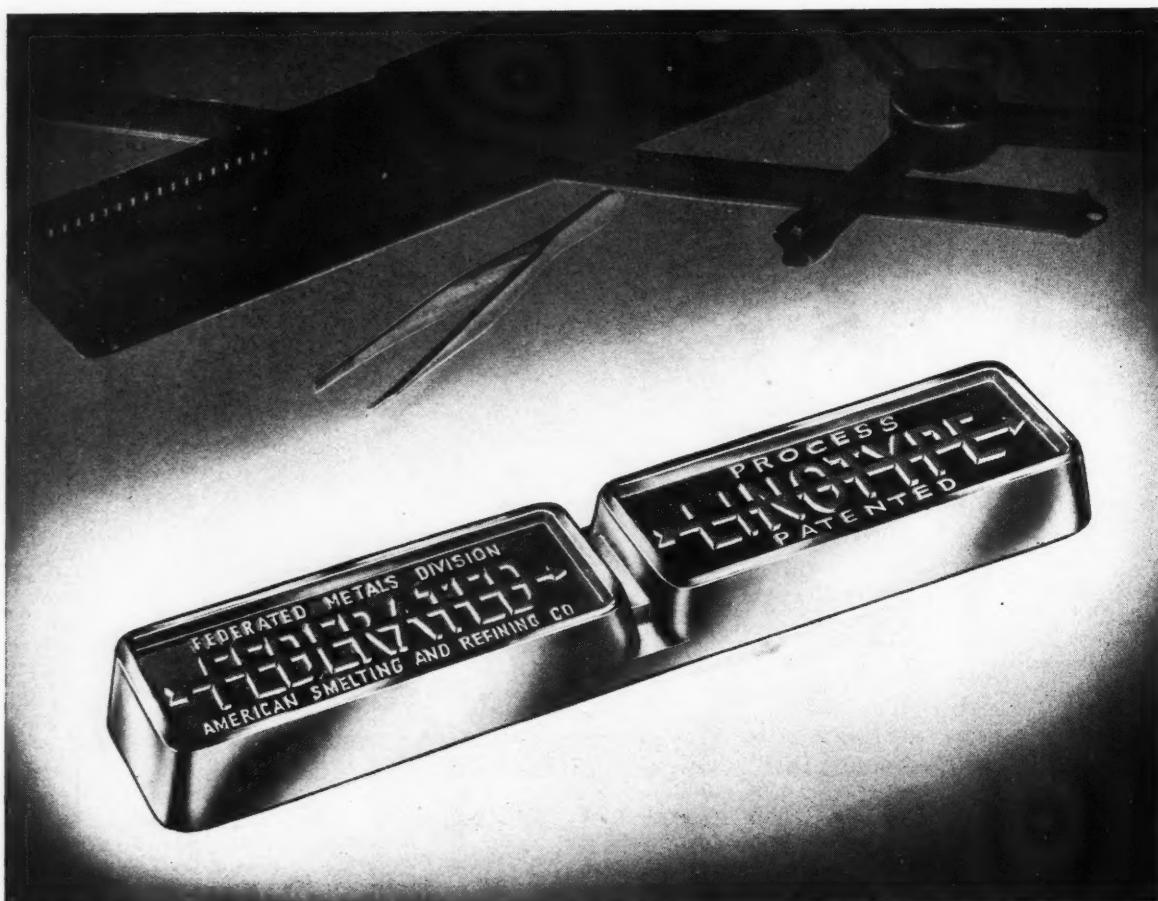
YOUR OXFORD PAPER MERCHANT IS A GOOD MAN TO KNOW

Albany, N. Y.	W. H. Smith Paper Corp.
Augusta, Maine	Carter, Rice & Co. Corp.
Baltimore, Md.	The Mudge Paper Co.
Bethlehem, Pa.	Wilcox-Walter-Furlong Paper Co.
Boise, Idaho	Blake, Moffitt & Towne
Boston, Mass.	Carter, Rice & Co. Corp.
Buffalo, N. Y.	Franklin-Cowan Paper Co.
Charlotte, N. C.	Caskie Paper Co., Inc.
Chattanooga, Tenn.	Bond-Sanders Paper Co.
Chicago, Ill.	Birmingham & Prosser Co.
	Bradner, Smith & Co.
Cincinnati, Ohio	The Johnston Paper Co.
	The Whitaker Paper Co.
Cleveland, Ohio	The Cleveland Paper Co.
Columbus, Ohio	Scioto Paper Co.
Dayton, Ohio	Cincinnati Cordage Co.
	The Whitaker Paper Co.
Des Moines, Iowa	Birmingham & Prosser Co.
Detroit, Mich.	Chope Stevens Paper Co.
Fresno, Calif.	Blake, Moffitt & Towne
Hartford, Conn.	Green & Low Paper Co., Inc.
Indianapolis, Ind.	MacCollum Paper Co.
Jacksonville, Fla.	Jacksonville Paper Co.
Kalamazoo, Mich.	Birmingham & Prosser Co.
Kansas City, Mo.	Birmingham & Prosser Co.
Lincoln, Neb.	Western Newspaper Union
Little Rock, Ark.	Roach Paper Co.
Los Angeles, Calif.	Blake, Moffitt & Towne
Louisville, Ky.	Louisville Paper Co.
Lynchburg, Va.	Caskie Paper Co., Inc.
Manchester, N. H.	C. H. Robinson Co.
Memphis, Tenn.	Louisville Paper Co.
Miami, Fla.	Everglades Paper Co.
Milwaukee, Wis.	Allman-Christiansen Paper Co.
	Sensenbrenner Paper Co.
Minneapolis, Minn.	Wilcox-Mosher-Leffholm Co.
Nashville, Tenn.	Bond-Sanders Paper Co.
New Haven, Conn.	Bulkley, Dunton & Co., Inc.

New York, N. Y.	Baldwin Paper Co., Inc.
	Bulkley, Dunton & Co., Inc.
	Green & Low Paper Co., Inc.
	Miller & Wright Paper Co.
	The Whitaker Paper Co.
Oakland, Calif.	Blake, Moffitt & Towne
Omaha, Neb.	Western Newspaper Union
Philadelphia, Pa.	Atlantic Paper Co.
	Wilcox-Walter-Furlong Paper Co.
Phoenix, Ariz.	Blake, Moffitt & Towne
Pittsburgh, Pa.	General Paper Corp.
Portland, Maine	C. H. Robinson Co.
Portland, Ore.	Blake, Moffitt & Towne
Providence, R. I.	Carter, Rice & Co. Corp.
Richmond, Va.	Cauthorne Paper Co.
Rochester, N. Y.	Genesee Valley Paper Co.
Sacramento, Calif.	Blake, Moffitt & Towne
St. Louis, Mo.	Birmingham & Prosser Co.
	Shaughnessy-Kniep-Hawe Paper Co.
	Tobey Fine Papers, Inc.
St. Paul, Minn.	Inter-City Paper Co.
Salem, Ore.	Blake, Moffitt & Towne
Salt Lake City, Utah	Western Newspaper Union
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffitt & Towne
San Jose, Calif.	Blake, Moffitt & Towne
Seattle, Wash.	Blake, Moffitt & Towne
Sioux City, Iowa	Western Newspaper Union
Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Carter, Rice & Co. Corp.
	Mill Brand Papers, Inc.
Stockton, Calif.	Blake, Moffitt & Towne
Tacoma, Wash.	Blake, Moffitt & Towne
Tampa, Fla.	Tampa Paper Co.
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffitt & Towne
Washington, D. C.	The Mudge Paper Co.
Worcester, Mass.	Carter, Rice & Co. Corp.

OXFORD PAPER COMPANY, 230 PARK AVENUE, NEW YORK 17, N. Y.
OXFORD MIAMI PAPER COMPANY, 35 EAST WACKER DRIVE, CHICAGO 1, ILL.

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



JML:co F17

"TYPE METAL IS A TOOL . . .



"And from the viewpoint of management," a leading printer adds, "we have only three tools. . . men, machines, and metal."

"Our men are the best to be had. Our machines are maintained in perfect condition. But if we don't get perfect metal we might as well have third-rate men and poorly maintained machines."

Federated Process Type Metals guarantee you slugs that won't dish in make-ready, metal that will stand up on press, metal that solidifies properly, that reacts perfectly to normal heat control.

Federated's rigid control of chemical composition and manufacturing processes are your assurance of quality printing and unfailing uniformity.

See Federated first for linotype, monotype, stereotype, and electrotpe metals; MOR-TIN correction alloys, electrotpers' foil, copper anodes, and all other metals for the graphic arts industry.



Federated METALS

Division of American Smelting and Refining Company, 120 Broadway, New York 5, N.Y.

EASTERN CORPORATION

Presents a series of
Letterhead Portfolios of Unusual Interest
to be sent to you beginning in April.

★ { *Great Names*
Great Designers
Great Papers

Eastern Corporation takes pleasure in announcing a new series of Letterhead Portfolios of unusual interest, one of which will be distributed to printers and buyers of printing every month, beginning in April. The letterheads in this series are those of some of the greatest names in literature and history... William Shakespeare, Paul Bunyan, Captain Bligh, Homer, & a host of others. Each portfolio of letterheads is designed by one of the greatest men in the field... George F. Trenholm, Raymond F. DaBoll, Thomas M. Cleland, Lucian Bernhard, W.A. Dwiggins to mention only a few. Last, but not least, these portfolios will permit you to sample a group of great papers... Atlantic Bond, Atlantic Antique Laid, Atlantic Ledger, Manifest Bond, Manifest Ledger, and other Fine Business Papers made by Eastern. The specimens shown in each portfolio display a famous type face either printed or offset. If you, as one who specifies paper or printing, would like to be put on our mailing list for this series of Letterhead Portfolios, a request on your business letterhead will receive prompt attention from one of our Paper Merchants or our Advertising Department.



{ **Eastern Corporation**
Bangor, Maine

Makers of Atlantic Bond and other Fine Business Papers



**BUILT
to
LAST**

and so are

Order NOW for Summer

No . . . AMERICAN Summer Composition Rollers won't endure like the ageless pyramids. But . . . this summer when scorching weather bakes your shop, you'll be mighty glad if these doubly durable rollers are on your presses.

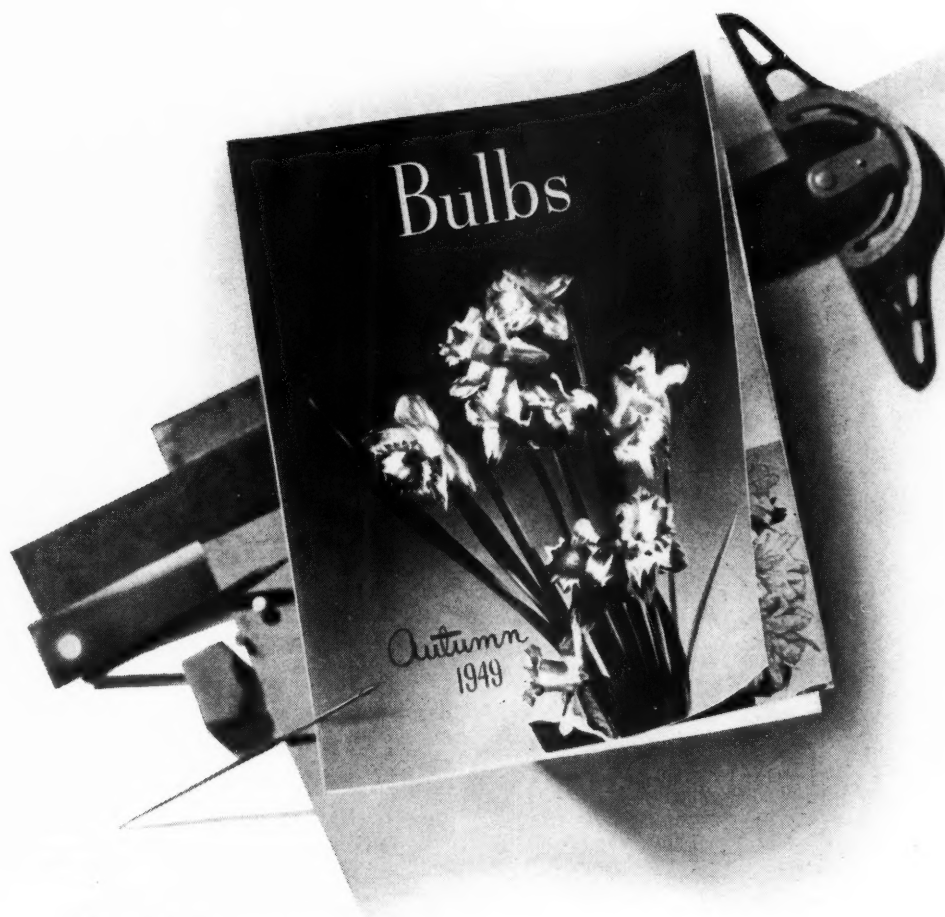
They're *pre-conditioned* for summer service. Capable, dependable, hot day after hot day. They give service because we built service into them. They l-a-s-t because they're skillfully constructed to last, despite the toughest weather. See for yourself. Order NOW for the hot season that's coming.

American Rollers

**AMERICAN ROLLER
COMPANY**

1342 NORTH HALSTED ST CHICAGO 22, ILL.
225 N. NEW JERSEY ST INDIANAPOLIS 4, IND.

MANUFACTURERS OF
ALL-SYNTHETIC
RUBBER ROLLERS
COMPOSITION ROLLERS
LITHOGRAPH ROLLERS
MAKE READY PASTE
PADDING GLUE



bring your
layouts to life:
print on...**HUDSON GLOSS**

Already printers are demanding HUDSON GLOSS—the newest International Mill Brand printing paper! Here's a real economy value in a process-coated book paper. It performs exceptionally well on flat-bed or rotary presses; in single or multi-color printing (using 110-120 screen halftones) of catalogs, broadsides, booklets and other advertising literature. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



INTERNATIONAL PAPERS
for Printing and Converting

Please Mention THE INLAND PRINTER When Writing To Advertisers

FIRST CHOICE FOR CATALOGS



Satin Refold Enamel

PREFERRED BY ADVERTISERS—EVERYWHERE

An enamel paper that's strong, that folds beautifully, that gives any catalog an appearance of quality. That's Satin Refold Enamel—a famous Champion paper that you can depend on.

Satin Refold Enamel will give you crisp, clean printing and flawless reproduction. It's unrivaled in its receptivity to ink, unexcelled in its field for results with catalogs, publications and advertising printing. The Champion representative will be glad to show you examples of Satin Refold Enamel—and of the actual results it has produced. The Champion Paper and Fibre Company, Hamilton, Ohio.

Mills at Hamilton, Ohio; Canton, North Carolina; and Houston, Texas.
District sales offices: New York • Chicago • Philadelphia
Detroit • St. Louis • Cincinnati • Atlanta • San Francisco

THERE'S A

Champion

PAPER FOR EVERY
PRINTING NEED



KROMEKOTE

For excellent reproduction with catalog covers, post cards and inserts, or for packaging and labeling quality products, this cast coated stock is ideal.



WEDGWOOD OFFSET

Superior in color, finish, and printability, this paper is unexcelled for fine lithography. It is available in a wide variety of weights, sizes and special finishes.



ARIEL COVER

Particularly effective for catalog covers, cards and displays. Available in white and eight colors, and in various weights, sizes and special finishes.



SPECIALTY PAPERS

Champion's specialties include bonds, business papers, envelope, post card and papereries . . . all excellent reasons for you to specify Champion.

WHATEVER YOUR PAPER PROBLEM

It's a Challenge to Champion!

STATIC ELIMINATION

with absolute safety

THE CHAPMAN STATIC ELIMINATOR

**SPEEDS ALL MECHANICAL PHASES
OF PRESS WORK**

on all Rotary and Flat Bed Presses

Presses can be speeded up — Feeding is aided — Sheets will not crumple or miss — Light papers are handled quickly, without trouble — sheets are delivered easily without clinging to strippers and guides; and are easily jogged — Register is improved. Fire risk on gravure presses is reduced. CHAPMAN equipment is easy to install, is trouble-free, requires a minimum of maintenance; and is fully guaranteed.

CHAPMAN Static Eliminators are in world-wide use in printing plants, small and large, by paper manufacturers, in binderies. Listed at right are a few of the many plants, CHAPMAN equipped.

COMPLETE SAFETY CHAPMAN Static Eliminators are absolutely safe. Over 40 years of actual, continual use under all conditions have proven this. No shielding or any precaution is needed to protect operators. Neither pressman, State or other governments object to its use. CHAPMAN Static Eliminators are TESTED and APPROVED BY THE UNDERWRITERS' LABORATORIES. Output current through the CHAPMAN Static Eliminator is limited to 1/100th of an ampere — while changing your supply voltage automatically to meet requirements of paper undergoing press work. Current consumed is as low as 10 watts per press.

Chapman Engineering Service is available to you without obligation. Write us, and ask for your free copy of the CHAPMAN Handbook, Bulletin No. 66.

CHAPMAN ELECTRIC NEUTRALIZER COMPANY

ESTABLISHED 1904

12-48 FORE STREET

PORTLAND 6, MAINE

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

PARTIAL LIST (published by permission) OF PRINTING PLANTS EQUIPPED WITH

CHAPMAN STATIC ELIMINATOR

Addison Lithographing Co. Rochester, N. Y.
Alco-Gravure Hoboken, N. J.
The American Label Co. New York, N. Y.
Bird & Son East Walpole, Mass.
Alfred Bleyer & Co. Brooklyn, N. Y.
Brooks Banknote Co. Springfield, Mass.
The Central Lithograph Co. Cleveland, Ohio
Chilton Company Philadelphia, Penna.
The Colonial Press, Inc. Clinton, Mass.
Columbian Art Works Milwaukee, Wis.
Commercial Printers, Ltd. Regina, Sask., Can.
W. B. Conkey Company Hammond, Ind.
Consolidated Lithographing Corp. Brooklyn, N. Y.
Consolidated Paper Corp. Ltd. Montreal, Canada
Continental Lithograph Corp. Cleveland, O.
The Cornwall Press, Inc. Cornwall, N. Y.
Crawford Press, Inc. So. Weymouth, Mass.
Crocker McElwain Company Holyoke, Mass.
A. T. DeLaMare Co. Inc. New York, N. Y.
Dominion Loose Leaf Co. Ltd. Toronto, Canada
Eastern Offset, Inc. Baltimore, Md.
The Free Methodist Publishing House Winona Lake, Ind.
Gilman Fanfold Corp. Niagara Falls, N. Y.
Gospel Trumpet Company Anderson, Ind.
Government Printing Office Washington, D. C.
The Henle Wax Paper Mfg. Co., Inc. New York, N. Y.
H. O. Houghton & Co. Cambridge, Mass.
The Houston Chronicle Houston, Texas
Judd & Detweiler, Inc. Washington, D. C.
Kary-Safe Paper Bag Co., Inc. New York, N. Y.
Keller-Crescent Company Evansville, Ind.
The Kellogg & Bulkeley Co. Hartford, Conn.
M. V. Klich Printing Co. Chicago, Ill.
Mack Printing Co. Easton, Penna.
The Maqua Co. Schenectady, N. Y.
The Maple Press Co. York, Penna.
Mennonite Publishing House Scottsdale, Pa.
Mid-West Wax Paper Co. Fort Madison, Wis.
E. E. Miles Co. South Lancaster, Mass.
Milwaukee Lace Paper Co. Milwaukee, Wis.
The Thos. D. Murphy Co. Red Oak, Iowa
The Conde Nast Publications, Inc. Greenwich, Conn.
The National Carbon Coated Paper Co. Sturgis, Mich.
Neely Printing Co. Chicago, Ill.
Orange Publishing Co. Syracuse, N. Y.
Pantograph Prtg. & Stat. Co. Bloomington, Ill.
Paterson Parchment Paper Co. Bristol, Penna.
The Plimpton Press Norwood, Mass.
Prospect Press, Inc. New York, N. Y.
Public-Press-Limited Winnipeg, Can.
The A. H. Pugh Printing Co. Cincinnati, Ohio
The Rumford Press Concord, N. H.
Russell's Ry. & Motor Bus Guide Co. Cedar Rapids, Iowa
The Shelby Sales Book Co. Shelby, Ohio
L. C. Smith & Corona Typewriters, Inc. Cortland, N. Y.
Stovel Company, Ltd. Winnipeg, Canada
Thomsen-Ellis-Hutton Co. Baltimore, Md.
The Travelers Insurance Co. Hartford, Conn.
The Wayside Press Mendota, Ill.
Webb Publishing Co. St. Paul, Minn.
West Carrollton Parchment Co. West Carrollton, Ohio
Western Newspaper Union Fargo, N. D.
Western States Envelope Co. Milwaukee, Wis.
Wheeling Steel Corp. Wheeling, W. Va.
The Wolf Envelope Co. Cleveland, Ohio
Wyoming Glazed Paper Co. Reading, Pa.

St. Regis opens with three Aces

The "Aces" pictured here are the first of a series of paper demonstrators which will promote a complete line of fine papers for fine printing.

These deluxe coated papers have proven pressroom performance. Their plasticized coating imparts a uniform density to the printing surface that assures clean reproduction of each dot of heavy as well as light tone values. The continuous film of printing surface eliminates "dusting" when printing and cutting, and cracking in folding.

Backed by its large timber holdings, St. Regis produces various grades of pulp. This makes it possible for seven St. Regis paper mills to choose exactly the right pulp to build superior end use values into the broad line of St. Regis papers. These papers include enamel book, machine coated, uncoated book, groundwood, mimeograph and specialty papers—furnishing values that permit printers to maintain quality standards and achieve production economies.

Write to one of the St. Regis sales offices listed below for your copies of these demonstrators and swatch books.

PRINTING PUBLICATION AND
CONVERTING PAPER DIVISION

SALES SUBSIDIARY OF **SR** ST. REGIS PAPER COMPANY
ST. REGIS SALES CORPORATION
330 PARK AVE., NEW YORK 17, N. Y. 330 N. MICHIGAN AVE., CHICAGO 1, ILL.
216 MARTIN BROWN BUILDING, LOUISVILLE, KY.

Cellugloss ENAMEL C25

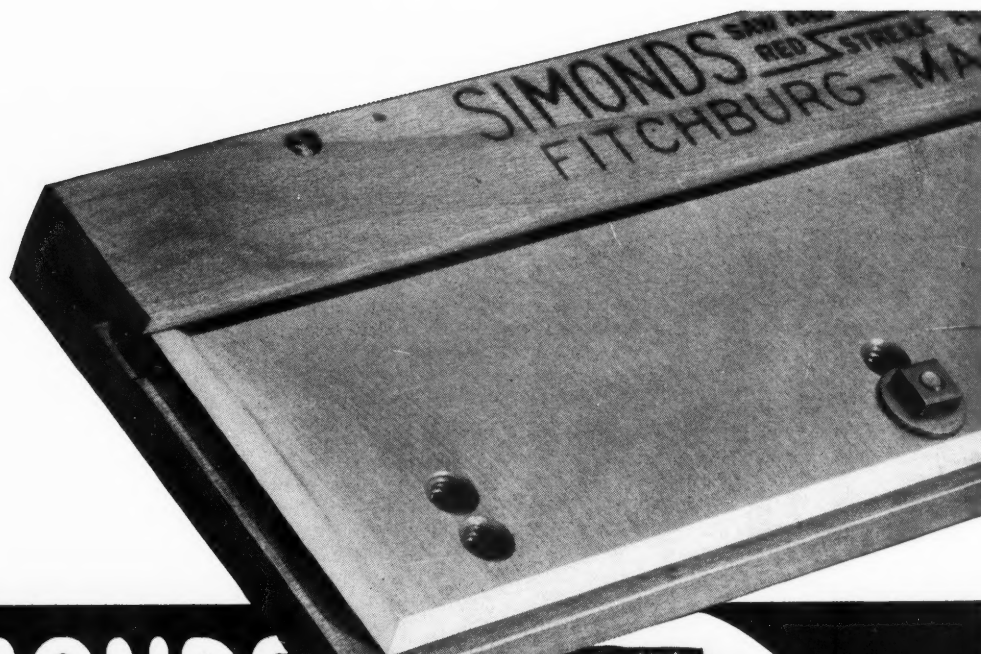
This deluxe printing sheet is designed for both letterpress and offset printing. It is the ideal coated paper for school manuals, catalogs, folders, inserts, labels and book covers, where the best in printing is required and the appearance and feel of the paper is needed to add character to the printed piece.

Pliable ENAMEL

This sheet is the ideal for Mr. Printer to establish a standard for average print job where quality and production economy are hand-in-hand to achieve the best results.

Imperial ENAMEL C25

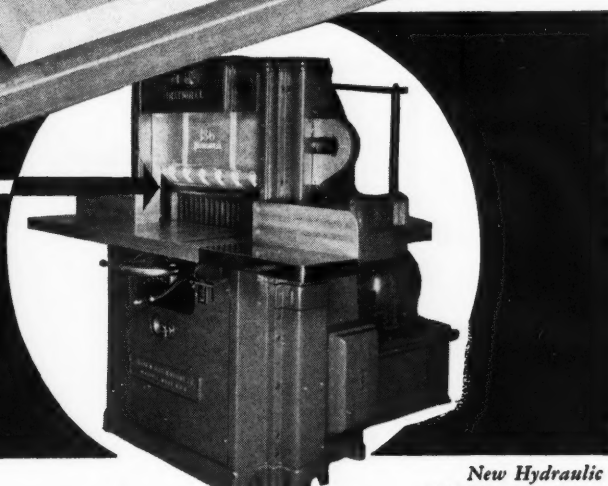
Printers who take pride in producing top quality work, with a minimum of waste find that Imperial Enamel is the ideal sheet for catalogs, folders, booklets, brochures, inserts and bulletins.



SIMONDS

Paper Knives

*Run 10% to 15% Longer
Between Grindings*



*New Hydraulic
NATIONAL Cutter,
made by the Frank M. Hill Machine Co.,
Walpole, Mass. This modern machine
is equipped with Simonds Paper Knives.*

on Modern Cutting Machines like this

Extra tough-hardness is poured into this special paper-cutting S-301 Steel...right in Simonds' own steel mills. And Simonds automatically controls tempering and hardening, for exact uniformity and stay-sharp cutting edge. Then Simonds uses special grinding equipment and methods to assure correct taper and concavity...and to impart the matchless Simonds Micro-Finish which guarantees smoother,

cleaner cutting. • *All of which means simply this: If you cut paper, there's only one way to get the most cuts per knife-dollar—get Simonds "Red Streak" Paper Knives on all your cutting machines.*

BRANCH OFFICES: 1350 Columbia Road, Boston 27, Mass.; 127 S. Green St., Chicago 7, Ill.; 416 W. Eighth St., Los Angeles 14, Calif.; 228 First St., San Francisco 5, Calif.; 311 S.W. First Avenue, Portland 4, Ore.; 31 W. Trent Avenue, Spokane 8, Washington. *Canadian Factory:* 595 St. Remi St., Montreal 30, Quebec.

SIMONDS
SAW AND STEEL CO.
FITCHBURG, MASS.

Other Divisions of SIMONDS SAW AND STEEL CO.
making Quality Products for Industry

<p>SIMONDS SAW AND STEEL CO. LAKESIDE, N.Y. Special Electric Furnace Steels</p>	<p>SIMONDS GRINDING CO. PHILADELPHIA, PA. Grinding Wheels and Grains</p>	<p>SIMONDS HARDENING CO. BOSTON, MASS. Special Heat Treatment Simonds Products for Canada</p>
--	---	--

SIMONDS

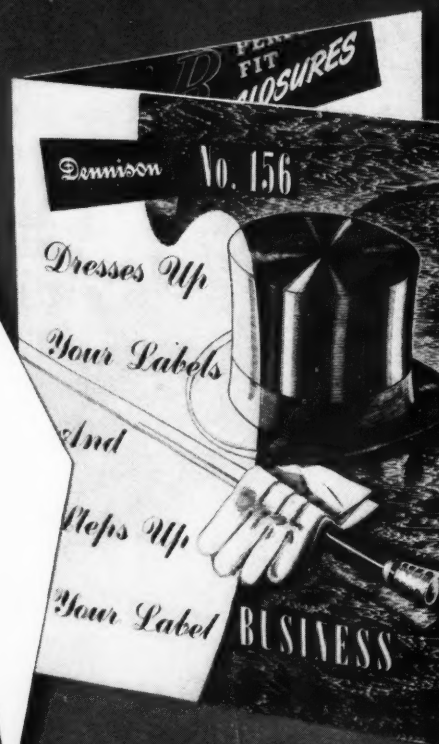
RED STREAK

PAPER KNIVES

of Special S-301 Steel

PRINTERS:

THIS SELLS LABELS



Show this specimen sheet to your customers and prospects . . . let them see for themselves the striking results achieved on Dennison No. 156 . . . and you will sell more high-styled labels.

This practical specimen sheet has actual label samples that illustrate some of the uses of No. 156. Here the brilliant contrast between the soft, velvety finish of the paper and the high gloss inks gives these

samples "make-you-want-to-buy" appeal.

This valuable selling aid suggests logical prospects for No. 156 . . . gives information about its characteristics and special features . . . tells how to handle Dennison No. 156 in the pressroom.

Get this new Dennison Specimen Sheet from your paper merchant. Try it and see for yourself how helpful it is in selling labels.

GUMMED PAPER DIVISION

Dennison Manufacturing Co.

FRAMINGHAM, MASSACHUSETTS

Smart Simplicity



Contact Bold Condensed

and Contact Bold Condensed Italic

A DOWN-TO-EARTH type face with the snap and style to animate with new interest such a commonplace as a newspaper head... or give punch to poster, program, package label, or penny post card. So simple in design, its exceptional legibility enlivens any place suited to a narrow, weighty face... modish without being emotional for business stationery or advertising display. Created by Frank Riley, the designer of Grayda.

Contact is another ATF face available in three-part fonts... caps, lower-case, and figures in separate packages. Now in stock at your nearest ATF Branch. Ask for complete specimen sheets and de luxe brochure showing this fine new face in use.

American Type Founders

200 Elmora Avenue, Elizabeth B, New Jersey
Branches in Principal Cities



DELIVERING THE GOODS

When it comes to "delivering the goods", the people of the United States have demonstrated once again that there is no substitute for the American way of life. The nation's economy, strong and flexible under a system of free enterprise, has responded to the challenge of worldwide shortages by helping other free nations to again start operating in normal fashion. America, in the meantime, has made rapid strides in balancing its own economy after the dislocations in supply caused by the war.

Printed salesmanship, powered by fine papers, is also a prime source of energy in moving merchandise to the consumer. To facilitate this flow of goods, the West Virginia lines of fine papers are being produced continually for the market-wise use of the printer, the advertiser, and the merchandiser. Expanded papermaking facilities at West Virginia Pulp and Paper Company's plants are devoted to the objective of "delivering the goods."

A cargo of new ideas in the use of fine papers is now ready in "West Virginia Inspirations for Printers," No. 175, the cover of which carries the reproduction shown here, "Tug Boats" by Charles G. Evers, the well known marine artist. This free publication presents many current achievements in graphic design—colorful and arresting. Your copy awaits "shipping instructions"; write or phone to your nearest distributor or to any one of the company addresses listed below.

Cover Artist

A British subject by birth, but now a resident of New York, Charles G. Evers resided in Sweden from 1931 until 1946. Coming to this country shortly thereafter, he had his first show at the Toledo Museum of Art in 1948. At present he is commissioned by a large New York towing corporation to do 34 full color paintings of various ships for their clients.



230 Park Avenue, New York 17
35 East Wacker Drive, Chicago 1
Public Ledger Building, Philadelphia 6
503 Market Street, San Francisco 5

WEST VIRGINIA PULP AND PAPER COMPANY



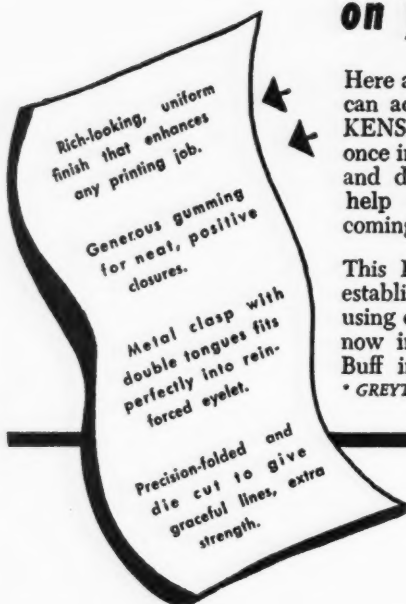
Tug Boats, by CHARLES G. EVERS • From the Stephan Lion Collection, New York

WEST VIRGINIA

INSPIRATIONS FOR PRINTERS • NUMBER

175

It's the **WELL-TAILORED LOOK**
that puts more
envelope business
on your books



Here are the big features your customers can actually see when you recommend KENSINGTON CLASP envelopes. And once in use, the rugged, reliable strength and durability of these fine envelopes help to keep this profitable business coming back again and again.

This KENSINGTON quality has been established for over half a century by using only the finest materials. Available now in A.P.G. Kraft, GREYTEX* and Buff in a complete range of sizes.

* GREYTEX — A rich, pearl grey kraft.



See your paper merchant or write today for samples to Kensington, Conn. or 4711 Foster Avenue, Chicago 30, Illinois.

**KENSINGTON
CLASP ENVELOPES**

THE AMERICAN PAPER GOODS CO.



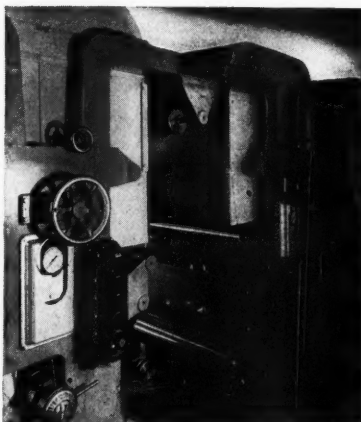
Footnote to profitable printing: use Johnson
Inks. For 145 years their high quality has
helped to assure fine results at lowest cost.

NEW YORK
CHICAGO
BOSTON
ST. LOUIS
CLEVELAND
DETROIT
BALTIMORE
KANSAS CITY
PITTSBURGH
ATLANTA
DALLAS



CHARLES
NEU **Johnson**
AND COMPANY
GOOD INKS SINCE 1804

10th and Lombard Streets, Philadelphia, Pa.



»ROCKET«

**Rotogravure Presses
Laminating Machines**

Superlative Multi-color Work
... Minimum Makeready ...
High Speed ... Low Cost.

Manufactured by

INTA-ROTO MACHINE CO.

RFD 6

RICHMOND, VIRGINIA



Cushman
MOTOR SCOOTER

for **QUICKER
SERVICE
BIGGER
PROFITS**



"The CUSHMAN
Motor Scooter
is one of our most

useful pieces of equipment... We use it daily for
light deliveries, picking up proofs and running
numerous errands. I honestly don't know how we'd
get along without it"... So writes an executive of
one of America's most successful printing firms.
Thousands of others are equally "sold" on Cushman
Motor Scooter economy and dependable operation.
Easy to own, economical to operate, Cushman
Motor Scooters GO everywhere, park anywhere!
Let your dealer demonstrate these CUSHMAN
facts or write DEPT. IP-19

OPERATE IT

...for LESS than 1/3¢ per mile.

CUSHMAN MOTOR WORKS Inc.
LINCOLN NEBRASKA U.S.A.

YOU'LL SAY it's the way to A PERFECT MATCH!

FINER WEDDINGS AND BRISTOLS?

**Rising is Right!
Here's Why—**

For perfection of surface, for uniformity of texture and color, Rising Weddings and Bristols are without peer among the world's fine papers. Your printer will advise that the finest Wedding papers are

**Rising
WINSTED • HILLSDALE
PLATINUM**

... in a wide variety of sizes, weights and finishes ... for every engraving and printing process demanding quality reproduction.



WHEN YOU WANT TO KNOW ... GO TO AN EXPERT!

**Rising
Papers**

Rising Papers

ASK YOUR PRINTER ... HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

**The above advertisement appears
in leading executive, advertising,
and sales promotion magazines.**

Have you looked over the Rising ads lately?...
They sell the consumer the fact that the printer
knows the paper that's best for the job. They tell
the consumer how to get the paper and printing
process that together make the perfect match.
They help shorten the selling time and lengthen the
profit for you... Net result: a gain for all.

**Rising
Papers**

Rising Papers

PRINTING AND TECHNICAL



GILBERT PAPER COMPANY

MANUFACTURERS OF COTTON CONTENT WRITING PAPERS

MENASHA
WISCONSIN

GILBERT
LANCASTER BOND
100% COTTON FIBRE
U S A

● This famous Gilbert Lancaster Bond watermark identifies one of the largest-selling highest-quality bond papers in America. Its 100% new cotton fibre content assures you the utmost in beauty, durability and long life in your business stationery, documents, deeds, policies and other forms.

Specify Lancaster Bond through your printer, lithographer, engraver or Gilbert Lancaster Bond merchant.

GILBERT PAPER COMPANY • Established 1887 • Menasha, Wisconsin

New Cotton-Fibre-Content Bond, Ledger, Index and Onionskin Papers



1st
FOR NUMBERING

Since 1885 Weller has had the type-graphic numbering machine to be relied on for profits. Weller was better when it was first in the field with the self-contained plunger—even better today with its seven exclusive construction features.

Weller

NUMBERING MACHINE CO.
Atlantic Ave. & Logan St., Bklyn 8, N.Y.
SOLD BY ALL DEALERS



The Taylor Registerscope

GIVES DIRECT VISION

enabling the operator, in normal working position, to look down on the imposing stone area where he is working, with a clear, accurate and unobstructed view of any part of the imposing surface, a space approximately 18" x 25", seeing displayed at full size at type high an image of all the registering detail shown on the copy sheet spread face down on the glass plate at top of Registerscope. It is this image that shows the operator where to locate every element of the form before it goes to press.

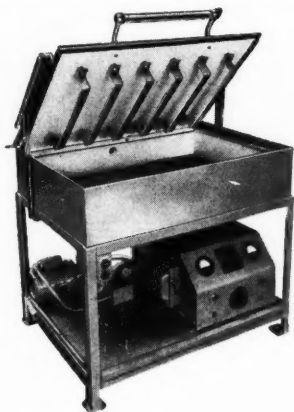
While the use of the Taylor Registerscope is applicable to all problems of registering flatbed letterpress forms, it is especially valuable in plants doing color, folding box and specialty printing as it

SAVES THE TIME THAT COSTS MOST

TAYLOR MACHINE COMPANY

210 Guilford Avenue

Baltimore 2, Md.



The ELECTRON-O-PLATE is available in all sizes from 17 x 22 to 50 x 68 for either AC or DC operation. Your request for information should be accompanied by largest plate size in inches, type (AC or DC) of current and voltage.

DO YOU
WANT
to Be
SHOWN?

You Push
the
Button

Electrons do the Rest

—we can prove that the Electron method of platemaking is a real time and money saver. Old fashioned techniques requiring a dozen different chemicals are gone forever in modern plants using the Electron process. Hundreds of long-running Intaglio plates are being made daily from original negatives, reducing platemaking time and material costs and improving the quality of the finest lithography still further. Investigate this easy-to-install answer to your platemaking problems.

Send for Booklet

J. H. & G. B. SIEBOLD, INC.

47 Watts Street, New York 13, N. Y.

Distributors for

**Electron Lithoplate
Corporation**

99-105 SIXTH AVENUE
NEW YORK 13, N. Y.



Reg. U. S. Pat. Office

STRENGTH *without bulk*



CITATION

Winner in 1948 of the Triple Crown... Kentucky Derby, Belmont Stakes and Preakness. Regarded by many as the outstanding horse of all time.

CAREFUL BREEDING—plus the natural evolution of the species itself—is today producing such outstanding horses as Citation. They are, of course, in striking contrast to their earlier plodding, bulky, equine predecessors.

Striking, too, are the changes that have been made in Bible Paper over the centuries. Today Smith offers a full line of fast-selling Bible Papers... light, strong, even texture... thoroughly modern in every detail.

☆ ☆ ☆ ☆ ☆

It is hard to conceive of a paper—so feathery thin, while offering so many worthwhile, practical advantages. Smith Bible Paper is amazingly opaque. Text and cuts alike stand out in clear, bold relief. Grades are available for either letterpress or offset.

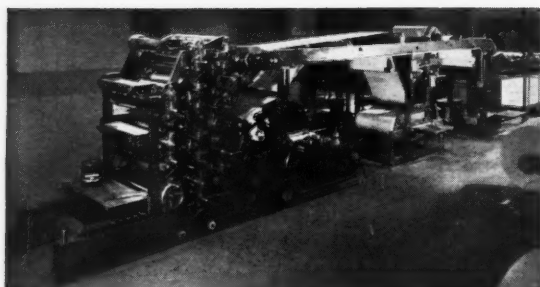
Superbly created by master paper craftsmen with a century-old tradition behind them, Smith Bible Paper is in growing demand. It is preferred for encyclopedias, bibles, pocket rate books, etc. More production men and direct mail houses, all the time, are turning to Bible Paper for flyers, pamphlets, envelope stuffers because it bespeaks quality, yet the absence of bulkiness cuts mailing costs drastically.

If you have a job for which Smith Bible Paper can supply the perfect answer, don't hesitate to call on us for advice and suggestions. Our staff of paper specialists are at your disposal—happy to work with you at any time.

Manufacturers of light weight tissue specialties

SMITH PAPER, INC.
LEE, MASSACHUSETTS





**... from 5,000
to 10,000 Sheets per Hour!**

"What kind of work will the Hess & Barker 4 to 6 color rotary printing press do most profitably?"

Therefore a folder has been printed listing several different jobs run on the Hess & Barker 4 to 6 color rotary press. It will be mailed free upon request.

The very first job printed on the press was a coffee bag in 4 colors. The quality of the work so excelled that of other presses and the production costs reduced so drastically that other jobs were then put on the Hess & Barker press.

Today folders, comic books, coffee, flour, feed bags, drinking cups, fine 4 color process work, labels and last but by no means least a one color job with imprints and scoring that runs into millions of small pads is producing a most handsome profit for an alert printer.

Hess & Barker's 4 to 6 color press feeds from a roll and delivers on a roll or sheets at from 5,000 to 10,000 an hour.

See the Hess & Barker press running and discover for yourself that it is a handsome profit maker.

HESS & BARKER

Printing Press and Equipment Manufacturers

212-22 S. Darien St., Philadelphia 7, Pa.

Telephone: PEnnypacker 5-4070

Write today for your free copy of Los Angeles Type and Rule Co's new specimen price list that shows over 200 different type faces — many of them exclusive designs available only at L.A. Type.

PRECISION CAST

TYPE

Parisian, 18 Point

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&\$
1234567890.,:;!?"()

	Cap Font	Lower Case	Complete Font
12-pt. No. 830	18A-\$3.25	36a-\$2.65	\$5.90
14-pt. No. 830	16A- 3.80	32a- 3.20	7.00
18-pt. No. 830	12A- 4.75	24a- 4.00	8.75

Three Sizes, \$19.50 F. O. B. Los Angeles
ADD 10% TO ABOVE PRICES

All type is cast from hard, foundry metal to rigid specifications and correct alignment. Order today from the West's leading type foundry.

Consult Your Dealer or Write Direct

L.A. TYPE

AND RULE COMPANY
225 East Pico Blvd. • Los Angeles 15

YOUR PRINTING PRESS IS NOT COMPLETE

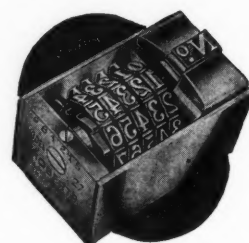
Unless you have a

ROBERTS

DIRECT DRIVE
NUMBERING MACHINE

Nº 54321 (Gothic)

Nº 12345 (Roman)



IMMEDIATE DELIVERY can now be made on 5 and 6 wheel Numbering Machines, either in forward or backward action.

The low cost of these essential numbering units will quickly be repaid by the added work that can be handled on your press.

If you haven't already received ROBERTS NEW COMPREHENSIVE CATALOG, we suggest you write in for it today.

NEW PRICES

5 Wheels.....\$17.50
6 Wheels..... 19.50

TRADE-IN your old machine, regardless of make and receive a 10% allowance on a new one.

ROBERTS NUMBERING MACHINE CO.

700 JAMAICA AVENUE, BROOKLYN 8, N. Y.

INCREASE PRODUCTION
THE NEW AND IMPROVED

H&H Dry Spray Way

- No Liquids Used!
- Really Stops Smudging and Off-Setting!

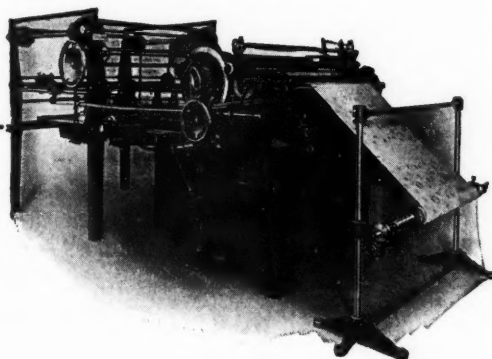
• Get more production and less spoilage—more running time on your presses. Have a cleaner pressroom. Here's the system that is really DRY—not affected by highest humidities. Pressrooms are cleaner—much less spray in the air. Proved on the largest production units—both letterpress and offset. Quickly pays for itself.

- Write for complete information today — mention size and kind of press.

H&H PRODUCTS

1930 So. State St.

Chicago 16, Ill.

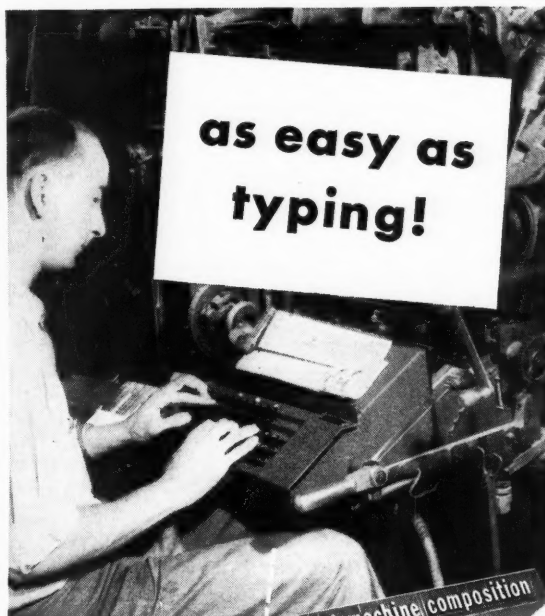


YOUR **BECK** keeps an "Eye" on Costs

Eliminate paper spoilage. Unique electric eye feature of the Beck Sheet Cutter maintains complete register control. Your printing and lithograph papers are cut, counted and stacked neatly and accurately. For top production at lowest cost, write for details.

Charles Beck Machine Corporation

412 N. 13th St., Philadelphia 8, Pa.



"TYPEWRITE" your line-cast machine composition

With the
KELLOGG

Type-O-Writer KEYBOARD*

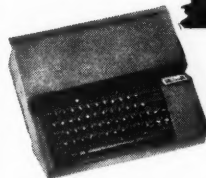
(Reg. U. S. Pat. Off.)

The Kellogg Type-O-Writer makes line-cast machine composition practically identical with type-writing (and just as easy). Users say it's the most significant composing room development in many years!

Its standard typewriter key arrangement gives the operator full use of both hands across the entire keyboard. No left-hand load—one of the principal causes of errors and fatigue. Reduces the number of keys from 90 to just 44. With work distributed evenly between both hands and just half as many keys to use, operators turn out better work, with fewer errors, at lower composition costs. . . For early delivery, order now. Write for new Bulletin and literature.

OK w.c.
EB

HOW Type-O-Writer WORKS



Locates directly over the composing machine keyboard. Through solenoid operated plungers, a single Type-O-Writer Key operates lower case, cap and small cap keys on the composing machine. Shifts like a typewriter. Fits Linotype and Intertype machines. Installs with a screw driver.

KELLOGG SWITCHBOARD AND SUPPLY COMPANY
Type-O-Writer

6030 SOUTH CICERO AVENUE • CHICAGO

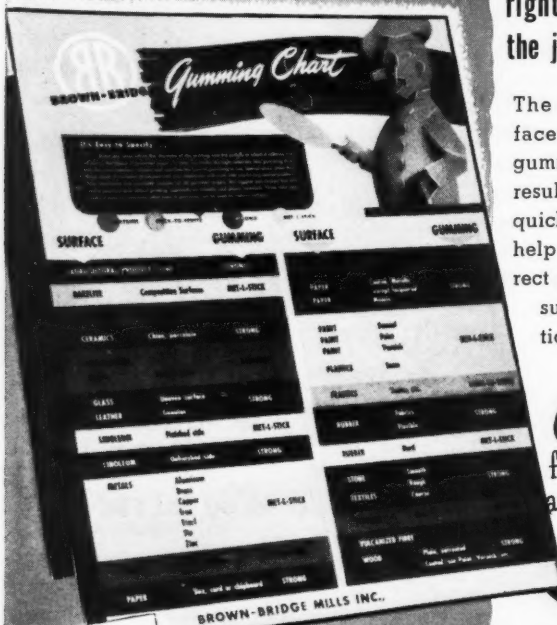
Please Mention THE INLAND PRINTER When Writing To Advertisers

Get this new
Gumming Chart

Free!

It's your authority on the
right gummed paper for
the job at hand

The most common sur-
faces and the type of
gumming to use for best
results are listed on this
quick-reference chart to
help you select the cor-
rect gummed paper. As-
sures greater satisfac-
tion to your customers.



Ask Your
Paper Merchant
or write us . . .

A time saver; a money saver; a **SAVER**

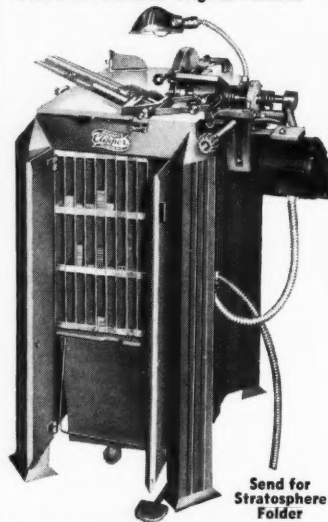
Those Gumming Specialists
The Brown-Bridge Mills, Inc., Troy, Ohio

NEW YORK 389 Fifth Ave.	CHICAGO 608 S. Dearborn	ST. LOUIS 4052 Lindell Blvd.	SAN FRANCISCO 420 Market St.
BALTIMORE 2, MD. C. Wilson Wood, Inc. 705 Garrett Bldg.	SEATTLE 2416 First St.	PHILADELPHIA 2, PA. C. Wilson Wood, Inc. 2203 Packard Bldg.	

RICHARDS' "Clipper"

FIRST—

Rolling Table Saw—Built in Storage
Automatic Foot Switch
Instant change Saw to Saw Trim (PAT.)
152 Pica Gauge—Two Sizes of Tables
"Bulldog" Safety Clamp
Plus other Richards' original Features



Send for
Stratosphere
Folder

J. A. RICHARDS CO.
The First in KALAMAZOO, MICH.
903 N. PITCHER ST.

BAUM FOLDERS

WORLD'S GREATEST
FOLDING MACHINE
VALUES

★
RUSSELL ERNEST BAUM
615 CHESTNUT STREET, PHILADELPHIA, 6

McADAMS REVOLUTIONIZES PEN-RULING METHOD—CYLINDER ACTION RULES FASTER—RULES TWO SIDES IN ONE FEEDING

Cylinder action in pen-ruling is now a reality in McAdams cyl-
inder pen-ruling machine. It is a transformation as radical as
the flat-bed to the cylinder printing press.

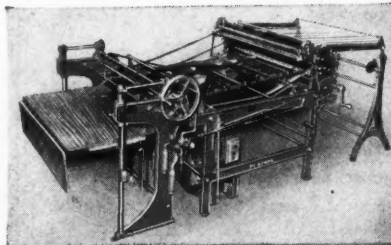
Made in two models; Single, rules two sides in one feeding;
Dual, rules in two directions and on both sides in one feeding.
Everything automatic and practical for high speed and quality.
Tested and approved for volume production and low operating
costs.

Write for McAdams Pen-Ruling Catalog for 1949.

JOHN McADAMS & SONS, Inc.

Albert Broadmeyer, President
20-22 KNIGHT STREET • NORWALK, CONN., U.S.A.
ESTABLISHED 1842

"Now, Pen-rule like the Cylinder Printing Press"



McAdams Cylinder Pen-Ruling Machine



McADAMS PRODUCTS

- Pen Ruling Machines
- Disc Ruling Machines
- Paging Machines
- Paper Feeders
- Roll Feeders
- Ruling Pens
- Bookbinding Tools

The
NEW IMPROVED
MODEL D AND MODEL E
**EXTENSION
DELIVERY**



MODEL D: FACE-UP DELIVERY. VIEW
WITH TAPE CARRIAGE DOWN



MODEL E: COMBINATION FACE-UP AND
FLY DELIVERY. VIEW WITH TAPE
CARRIAGE RAISED

SECURE INVESTMENT

In hundreds of plants, these
modern **EXTENSION DELIVER-
IES** are increasing profits.

Write NOW to Dept. I
for new illustrated folder.



THE RATHBUN & BIRD COMPANY, INC.

FOUNDED 1898

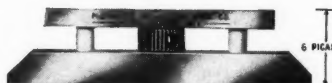
379 WEST BROADWAY DESIGNERS AND MANUFACTURERS NEW YORK 12, N. Y.

A New



Job Press Lock

No. 1



This newest and smallest member of the M & W Job Lock Family is all-steel, the solid base being 4 inches long, and the head 3 inches. The special buttress-type thread of the screw controls the expansion of the head from its closed dimension of 6 picas to its practical maximum of 8 picas. A safe, sure lock-up for narrow spaces. Special introductory price—\$6.00 per pair FOB Factory.

Morgans & Wilcox

MANUFACTURING CO.

Middletown, N. Y.

Printers Supplies Since 1878

Dealers in
principal cities.



when you specify
Trojan
GUMMED PRINTING PAPERS

SAVE time and work—and increase your profits—by using Trojan Gummed Printing Papers for stickers, labels and seals. Whatever the job . . . letterpress or offset, multicolor process, embossing, metallic ink printing or lithography . . . there's a Trojan Gummed Printing Paper designed to help you do a better job. You'll like the way Trojan Gummed Printing Papers lie perfectly flat, and the wide selection of grades that enable you to choose the sheet perfectly adaptable for each specific job. For excellent halftone reproductions, high quality spirit or overprint varnishing . . . whatever the job . . . specify Trojan on your next order and see the difference.

Ask your paper merchant, or write direct, for complete information and free samples.



**THE GUMMED
PRODUCTS**

COMPANY



Offices **TROY, OHIO Mills**

Chicago • Cincinnati

Cleveland • Detroit

Los Angeles • New York

St. Louis • Philadelphia

STEEL IMPOSING STONES

GALLEYS AND CABINETS ALL SIZES

EFFICIENT ... and PRICED RIGHT!

FOSTER WORKING TOP



Proper Slant and Height for Make-Up
Adjustable Lead and Slug Rack will hold numerous sizes of material. Sufficient Room to Accommodate 2 men working together. Constructed of Heavy Gauge Prime Steel. Finished and Polished in Olive Green Baked Enamel.

No. A-4 Working Top Complete with Adjustable Lead & Slug Rack \$49.50 (Fits top of 4 tier "8 3/4 x 13" Galley Cabinet)	No. C-4 Working Top Complete with Adjustable Lead & Slug Rack \$59.50 (Fits top of 4 tier "12 x 18" Galley Cabinet)
---	--

FOSTER MANUFACTURING CORP
123-127 North Thirteenth Street • Philadelphia 7, Pa.
Telephone: LOcust 4-2890

Write for Catalog

SAFETY CHASES
ROUTERS
NUMBERING MACHINES
PAPER DRILLS

PROOF PRESSES
SAW TRIMMERS

MAKE YOUR OWN Rubber Printing Plates



Exclusive Power Saving Insulation Chambers

Extreme Precision
Tremendous Power
Maintained Pressure
Power Economy
Connects to 110 V.
Thermostatically Controlled

The Eva-Press

Write for Literature
AMERICAN EVATYPE CORPORATION
Deerfield, Illinois

Platens 11 x 13 in.

TIME, MOVIE MIRROR, ROTARIAN MAGAZINE
and hundreds of other publications are mailed regularly by

CHESHIRE MAILING MACHINES

The Automatic Mailer

- Cuts and attaches addressed labels to any publication automatically.
- New higher speed — saves time and money. Does the work of many hands.

WRITE FOR DESCRIPTIVE FOLDER

CHESHIRE MAILING MACHINES, INC.
1415 West Altgeld Street Chicago 14, Illinois

NEW ROGERS type B-20 PAPER KNIFE GRINDER



Keeps Your Paper Knives Always on the Job . . .

SHARP AND TRUE CUTTING

- REVERSING MOTOR DRIVE
- QUICK KNIFE SET UP
- PRESETTING ELIMINATES OVER-GRINDING
- RUGGED CONSTRUCTION

Automatically grinds any straight knife to just the right taper, with just the right concave. Five sizes: 66", 78", 90", 102", 110". Write for descriptive literature.

Also Mfgs. of Circular Saw Sharpeners Since 1887.

SAMUEL C. ROGERS & COMPANY
183 Dutton Ave. Buffalo 11, N. Y.

ROSBACK

- Hi-Pro Paper Drills, Rotary Round Hole and Slot Hole Perforators, Snap-Out Perforators, Power and Foot-Power Vertical Perforators, Hand Perforators, Power and Foot-Power Punching Machines, and Gang Stitchers.

F. P. ROSBACK COMPANY
Largest Perforator Factory in the World
BENTON HARBOR, MICHIGAN

DOYLE Super-Power Infrared Sheet Dryers and Vacuum Sheet Cleaners

Sheet Dryers

THE J. E. DOYLE COMPANY
1220 WEST 6th STREET CLEVELAND 13, OHIO

SELLING YOUR PLANT OR EQUIPMENT?

SEE US FIRST! HIGHEST PRICES PAID!

We buy all models Typesetting Machines, entire printing plants or individual equipment. Since 1914 . . . Leading Appraisers, Liquidators, Exporters.

ALL TRANSACTIONS CONFIDENTIAL

Get in touch with us today!

LINOTYPE SUPPLY CO. (Est. 1914)
337 CANAL STREET, NEW YORK 13, N. Y., CANal 6-0916

NEWSPAPER PRESSES · PRINTING EQUIPMENT

Ben Shulman
ASSOCIATES, INC.

500 FIFTH AVE., NEW YORK 18, N. Y. BRyant 9-1132

Tie up your selling of cotton-fiber
letterheads, matching envelopes
and forms with this powerful
national advertising campaign
"by Fox River" . . .



A complete service, including
design, finished art, letterpress
and offset plates, in one or multi-
color. Camera composed color
process negatives, positives, offset
press plates or photo-engravings
for the printer or lithographer.
WRITE · WIRE · PHONE
TOLEDO · NEW YORK · CHICAGO · DETROIT

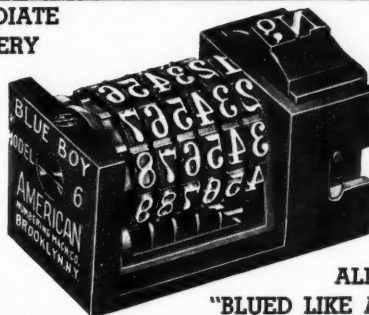
GRAPHIC ARTS CORPORATION OF OHIO
MAIN OFFICE AND PLANT · 110 OTTAWA ST. · TOLEDO 4, OHIO · GARFIELD 3781

Because It's Made Better
Always Accurate
Lasts Longer
Takes Less Makeready Time
Overcomes Hunting for Sorts
Tells the Story
Your Cost Sheet Appreciates
Printers are Sold
Exclusively on Balto Types

13-17 S. FREDERICK STREET · · · · BALTIMORE 2, MARYLAND

AMERICAN BLUE BOY

IMMEDIATE
DELIVERY



ALL STEEL
"BLUED LIKE A GUN"

Roman
Nº 123456
Facsimile Impression

Gothic
Nº 123456
Facsimile Impression

FORWARD OR BACKWARD
ROMAN OR GOTHIC FIGURES

5 WHEEL BLUE BOY **\$18** 6 WHEEL BLUE BOY **\$20**
MODEL 5 MODEL 6

TRADE-IN ALLOWANCE — A trade-in allowance on
old machines of any make can be made, equal to 10% of
the purchase price of new machines ordered.
At all dealers.

AMERICAN NUMBERING MACHINE CO.
ATLANTIC AND SHEPHERD AVES., BROOKLYN 8, N. Y.
BRANCH — 105 WEST MADISON STREET, CHICAGO 2, ILL.

Classified Buyers' Guide

ADVERTISING LAYOUT COURSE

Study FRANK H. YOUNG'S ADVERTISING LAYOUT COURSE At Home

Now is the time to make your spare time pay. Increase your earning power. Mr. Young, international layout authority, offers a complete Home Study Course to help printers, advertising men, artists, etc. Learn by mail how to use sound layout principles. Receive Mr. Young's own personal criticisms. Endorsed by graduates. Write to Dept. I.P. for free details.

AMERICAN ACADEMY OF ART
Frank H. Young, Director
25 E. Jackson Boulevard Chicago, Ill.

MILWAUKEE BRONZING MACHINES

For all presses. Some rebuilt units.

C. B. HENSCHEL MFG. COMPANY

229 W. Mineral St., Milwaukee, Wis.

BUSINESS OPPORTUNITIES

• **MODERN PRINTING PLANT** and brick building, 3000 sq. ft. Established 12 years. Grossing over \$60,000 annually. Building on one floor, clear span. Can be bought with or without building. Located in Detroit. Equipment consists of late Miehle Horizontal 22x28; 2 Verticals; 1 12x18 Kluge; 1 C & P; New Ludlow with mats; New 39" Lawson cutter; 22x28 new Baum continuous folder; stitcher; drill; foundry type; steel stones and many misc. Must be seen to be appreciated. Owner ill and wishes to sell. For particulars write Box M-1289, The Inland Printer, Chicago 6, Illinois.

• **OUTSTANDING OPPORTUNITY**—Owner will take into business wide-awake foreman-compositor or pressman. Long-established commercial plant in growing Southern city. Will need personal ability, leadership qualities and some capital to take advantage of this opportunity. Give full statement of training and experience in first letter. Box M-1287, The Inland Printer.

• **PRINTING PLANT FOR SALE**—Modern printing plant in Western Canada's fastest growing city. Owner has reached retirement age. Plant up-to-date in every respect and housed in own building. Value over \$180,000.00. If you have \$125,000.00 and want a real business write Box M-1292, The Inland Printer, Chicago, Ill., for full particulars.

• **FOR SALE:** Printing and stationery estab. Great opportunity in one of most desirable locations in the West. Pop. 100,000. Melvin's, 118 S. Second, San Jose, Calif.

• **JOB PRINTER** who wants to get into business for himself, may have steady work in this well equipped, profitable, small job shop, established 39 years, then buy an interest after both parties are satisfied. Stafford Printing Co., 1423 Curtis St., Denver, Colo.

BUSINESS OPPORTUNITIES (Continued)

• **OPPORTUNITY** for a qualified all around printer with weekly newspaper experience in rapidly growing community within fifty miles of state capital in the middle eastern part of country. The shop has newspaper equipment and job presses, all equipment in excellent condition. Need A-1 man to publish the paper and operate shop. The publisher will have the opportunity to buy 51% of the stock in the business over a five year period. Must be sober and have good moral habits. Wonderful opportunity for a good man who wishes to establish himself in a growing community with good schools, churches and housing. Write Box M-1296, The Inland Printer, Chicago, Illinois.

CALENDAR AND CALENDAR PADS

• **CALENDAR PADS**—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 80 Franklin St., New York 13, N. Y.

• **WHOLESALE CALENDARS TO PRINTERS. DO YOUR OWN IMPRINTING—FULL LINE. FLEMING CALENDAR CO., 6510 COTTAGE GROVE AVE., CHICAGO 37.**

FOR SALE

10-W DRIVE BELTS

The 10-W Drive Belts for Miehle Verticals are pink in color. But all pink belts are not the 10-W Belts guaranteed for 6 months against stretching or breakage. All the genuine guaranteed 10-W Belts are marked 10-W JACK BEALL. Order a real 10-W now for your Vertical at \$10.40 each postpaid. You can't lose.

JACK BEALL VERTICAL SERVICE

641 S. Dearborn, Chicago 5, Ill.

• **THOMPSON** center jet typecasters for sale, (2) with special Monotype depth molds, low nick; a. c. motors; interchangeable body pieces; gas burners and governors, rebuilt and guaranteed; both for \$4,500.00 crated and f.o.b. here. Northwest Type Foundry, 507 So. 4th St., Minneapolis 15, Minn.

• **BOOKBINDERS' MACHINERY:** New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago.

• **FOR SALE:** An Extensive Line of new and rebuilt printing equipment on easy terms. Write for free list. Missouri Central Type Foundry, Wichita, Kans.

• **FOR SALE**—Number Two Kelly Press—Auxiliary Distributor—Offset Gun—AC Motor Equipment. Harold Kitchen, Skinner Building, Seattle, Washington.

FOR SALE (continued)

new quarters

for the New Type & Press

streamlined for
efficiency in the

Rand-McNally building • Chicago

as of April First, 1949, our
precision workshop, display
and office will be
operating at

110 West Harrison Street

same friendly personnel
same high level quality
same sensible prices

COME IN WHEN YOU CAN

T YPE & PRESS OF ILLINOIS, INC.

New and Precision rebuilt
Printing Machinery

CHICAGO 5

FOR SALE

Guaranteed O.K.

No. 2 Miehle automatic unit
No. 10 & No. 14 Kidder presses
3 No. 2 Kellys with reloading feeders
Model B Cleveland folder, 26x40,
with Cleveland continuous feeder
Monotype Giant Caster with 57 fonts
of mats

This represents just a few items of our extensive inventory. Complete list on request.

PC

PAYNE & CRAIG CORP.

82 BECKMAN STREET • NEW YORK 7, N. Y.
TELEPHONE BECKMAN 3-1791

Authentic HORSE ILLUSTRATIONS IN CUT FORM
Over 140 Cuts... All types, breeds in action
NEW LOW-COST cut service for printers and publishers. EquusSketches add attractiveness to Horse Show and Rodeo Programs, Horse Publications and Horsemen's Stationery and Advertising. Will aid sales in specialized printing.
SEND 50c (no stamps) for 24-page TWO-COLOR CATALOG... Catalog Price Credited on First EquusSketches Order
EquusSketches... 520 NEW FLIEDNER BLDG., PORTLAND 5, ORE.

STEWART'S EMBOSSEING BOARD

Makes Embossing Easy

Needs no heating or melting—Simply wet it, attach it to tympan and let press run until dry. Sheets 5 1/4 x 9 1/2 inches. \$1.25 a dozen, postpaid.

Instruction with each package.

THE INLAND PRINTER
309 W. Jackson Blvd., Chicago 6, Illinois



Miehle 5/0TC, Feeder, ED
Miehle 4/0, DSP Feeder, ED
Miehle 2/0, DSP Feeder, ED
Miehle 4/4, Swingback Feeder, ED
Miehle 3, Cross Feeder, ED
Kelly C, Kelly B, Kelly #2
Miehle Verticals and Horizontals
34" Heavy Duty Seybold Cutter
40" Seybold Precision Cutter
44" Seybold Precision Cutter
Cleveland Folder, Model 0
Bostich # 17 (4 head) Stitcher
Brackett Trimmer Model B4
Air Compressors, No-Offset Units
Saw Trimmers—Proof Presses

THE FALCO CORPORATION

343 SOUTH DEARBORN ST., CHICAGO 4
Tel.: Harrison 7-5643
GENERAL OFFICE AND WAREHOUSE
47-01 35th St., LONG ISLAND CITY 1,
NEW YORK
Tel.: Stilwell 4-8026

IMMEDIATE DELIVERY

Hamilton Iron Tops—Galley Cabinets
Challenge Proof Presses—Drills
C & P Automatics, 10x15, 12x18
Rouse Power and Hand Miterers
Acme-Morrison 1/4", 3/8", 1/2" Stitchers
Rosback Rotary and Foot Perforators
Hammond—also C & G Saws—Supplies
TOMPKINS PRINTING EQPT. CO.
722 S. Clark • WA. 2-4725 • Chicago 6

WALTON HUMIDIFIERS

Eliminate static, supply regulated moisture to prevent curling, wrinkling, expansion and contraction of paper stocks and improve registry and printing. Write for literature.

ABBEON SUPPLY CO.

58-10 41 Drive, Woodside, New York City
Telephone Illinois 7-0500
D-2

When Inks Act Up...

BRING THEM BACK
TO "PRINTING PEAK"

with
"33"
INK CONDITIONER



You'll never need to cuss your inks when you condition them with "33". It quickly adjusts all inks to actual pressroom conditions... and assures a uniform ink flow all day long. Presswork improves noticeably. Halftones stay "clean and open." Colors print more brilliantly—always the same on every job. You get greater coverage. Fewer re-runs are necessary.

See your dealer or jobber—or write direct for an 8-lb. trial can, as guaranteed below. Ask for a free copy of "TO THE PRESSMAN".



"33" (Letterpress)

"0-33" (Litho and Multilith)

Central

COMPOUNDING COMPANY

1718 North Damen Avenue, Chicago 47, Illinois

IN CANADA—IT'S CANADIAN FINE COLOR CO., LTD., TORONTO
Export Division: Guiterman Co., Inc., 35 South William Street, New York 4, N. Y.

Use this coupon for your
8-LB. TRIAL OFFER

If our Ink Conditioner does not satisfy you completely, please return the unused portion at our expense. Order today! Convince yourself by test!

100% GUARANTEE

CENTRAL COMPOUNDING COMPANY

1718 North Damen Avenue, Chicago 47, Ill.

Gentlemen: Please give me full information about "33" and "0-33".

() Send data sheet "TO THE PRESSMAN"
() Ship 8-lb. can for pressroom test

Name _____
Street Address _____
Town _____ State _____

RELIABLE BINDERY EQUIPMENT AT FAIR PRICES

PROMPT DELIVERY ON CAREFULLY REBUILT MACHINES

- 5—Smyth Book Sewers, No. 3, 4 and 8.
- 1—National Straight-Needle Book Sewer.
- 1—Sanborn Book Smasher.
- 1—Latham Power Punch with punches.
- 2—Seybold Round Corner Cutters.
- 1—Murphy Sealing Machine.
- 1—Anderson Bundling Press.
- 1—3H Morrison Book Stitcher 3/8" Capacity.
- 2—Crawley Rounders and Backers.
- 3—Latham Stitchers, 7/8", 1 1/4", 2" capacities.

- 1—2 Boston Stitcher 1/4" capacity.
- 3—Hand Roller Backers.
- 1—No. 4 Boston Stitcher.
- 2—Pleger Book Back Gluers.
- 1—Sheridan Automatic Case-Maker, can be seen in operation.
- 1—Cleveland "B" Folder and Feeder.

★ NEW MACHINERY FOR SALE

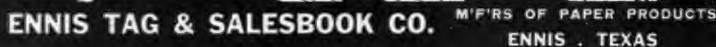
Model "A" Champion Book
Stitchers, capacity 1/4".
No. 26 Champion Stitcher
Reads for Automatic
Gang Stitchers.
Morrison Book Stitchers—
1/2", 3/4", 1 1/2" and 2 1/2"
capacities.



JAMES H. JONES COMPANY

128 No. Clinton St. • State 2-1670 • Chicago 6, Ill.

COMPLETE LINE OF REBUILT BOOK AND BOX STITCHERS—WE BUY USED PRINTING AND BOOKBINDING EQUIPMENT

**FOR SALE (continued)**

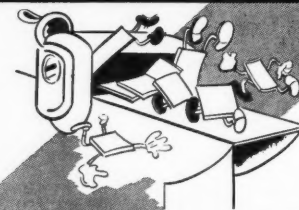
**MIEHLE PRESSES, SINGLE and TWO COLOR,
HAND FED, AND WITH AUTOMATIC
FEEDERS**

**No. 46 Single Color Miehle Automatic Unit,
46" x 36" x 46" Seybold 3" Knife Trimmer**
No. 43 Miehle auto. unit, bed 29" x 41"
No. 1 Kelly Press, 22" x 28"
No. 2 Kelly Press, 22" x 34"
Style "B" Kelly Press, 17" x 22"
20" x 26" Miller Simplex
Miehle Horizontal 22" x 28"
12" x 18" Kline Printer & Die Cutter
**12" x 18" and 14" x 22" Chandler & Price
automatics**
3—V-45 Miehle Vertical Presses
2—V-50 Miehle Vertical Presses
Model "B" Brackett Trimmer
34" Diamond Paper Cutter
38"-40"-50" Seybold Paper Cutters
**4—Oswego Paper Cutter, heavy duty—
Auto Clamp**
57" Dexter Paper Cutter, Auto Clamp
Christensen automatic stitcher, 5 stations
"B" Cleveland with continuous feeder
CSM-3 Intertype, electric pot
Model "E" 8 page Duplex Newspaper Press
Monotype "Giant" Caster
**20" x 30" x 32" Thompson Cutters
and Creasers**

Many other items—list on request

NORTHERN MACHINE WORKS
Marshall & Jefferson Sts., Philadelphia, Pa.

ALWAYS
Room For More!



Monomelt Rotary Plate Shavers shave 'em all to uniform thickness for good printing.

WRITE NOW for more information.

MONOMELT CO., Inc.

1612 N. E. POLK STREET
MINNEAPOLIS 13, MINNESOTA

Electric-Welded • Square and True • Absolutely Guaranteed
SOLD BY ALL DEALERS

AMERICAN STEEL CHASE COMPANY
31-31 Forty-Eighth Avenue — Long Island City, New York

**For Lithographers, Printers, Newspaper Publishers. All Presses
for Folding Box Manufacturers. Tell Us Your Requirements**

WALTER SCOTT & CO., INC., PLAINFIELD, N.J.

SEND FOR FREE AICO INDEX SELECTOR

Show your customers what time-saving AICO Indexes will do to improve all sales manuals and literature. Send for the FREE AICO Index Selector today. Contains samples of all types of indexes.

THE G. J. AIGER COMPANY • 503 S. Jefferson St., Chicago 7, Ill.

FOR SHARP IMPRESSIONS
In Litho-Offset and Printing
FOR METAL DECORATING

Get Varnishes and Dryers, too, from

Gaetiens, Berger & Wirth, Inc.

35 York St., Brooklyn, N. Y., 215 S. Aberdeen St., Chicago 7, Ill.

FOR SALE (continued)

56" Miehle single color Automatic Unit

No. 4 Miehle Automatic Unit

Miller 27x41, two-color Automatic Unit

Seybold Automatic Clamp Paper Cutters, sizes 48"x50"

Christensen and Rosback Gang Stitchers

Miller Simplex 20x26 Automatic Press

No. 2 Kelly 22x34 Automatic Press

Harris 22x34 Model EL Offset Press

J. SPERO & COMPANY

549 W. Randolph St., Chicago 6, Ill.
ANdover 3-4633

COPY-FITTING is EASIER and FASTER with the **HABERULE** Visual COPY-CASTER

If you create or print folders, booklets, broadsides, catalogs or books—if you design or write newspaper or magazine ads—if you have to translate the written word to the printed work, you definitely cannot afford to be without the Haberule. Now in daily use by more than 36,000 artists, advertising men, printers, editors, copywriters, apprentices and students, the Haberule is eliminating much of the worry and financial loss of type jobs that go wrong. Anyone can use it in a few minutes.

763 typefaces; 4000 fonts; sizes 4 to 18 pt. Pocket size, plastic bound. Complete with Haberule Gauge... **6.00**

At Your Artist Material Store or
HABERULE PUBLISHING CO.
Dept. D—7 East 42nd Street, New York 17

GAUGE PINS

**Insist on Megill's Gauge Pins
For Use on All Job Presses**

MEGILL'S Spring Tongue®
Patent GAUGE PINS



REMEMBER. Only Megill makes
"Spring Tongue" Gauge Pins. \$1.80
doz. with extra Tongue.

MEGILL'S Original Steel®
Patent GAUGE PINS



Head 12, 15 or 18 pt. high. 75c doz.

THE PIONEER IN 1870

THE EDWARD L. MEGILL CO.
763 ATLANTIC AVE., BROOKLYN 17, N. Y.

STATIC??



but it's
a different story NOW!

"In our plant, production is better, operating troubles are relieved and the headache of static problems is gone forever! Yes, it's a different story now that we've installed the inexpensive HERBERT OXY NEUTRALIZER BAR."

There's no need to put up with costly, production-wrecking static in your plant! ECONOMICALLY . . . CERTAINLY . . . SAFELY . . . your HERBERT OXY NEUTRALIZER BAR eliminates any and all static problems in your shop . . . instantly and for all time. Requiring no maintenance, it delivers the results you want on any type machine. Installation is a simple matter.

The HERBERT OXY NEUTRALIZER BAR points the way to smooth, continuous production. Fill in and mail the coupon now!



HERBERT

Products Inc.

HERBERT PRODUCTS INC.
74-32 JAMAICA AVENUE
WOODHAVEN 21, N. Y.

Gentlemen: Send us your descriptive folder about the OXY NEUTRALIZER BAR for use on

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

HELP WANTED

• **WANTED**—Experienced linotype operator. Steady position in commercial open shop. Write giving qualifications and references to Box M-1293, The Inland Printer, Chicago.

• **PRINTING ESTIMATOR**—Experienced, estimating catalogue publication and similar printing, permanent position. **PRINTING PRODUCTS CORP.**, 124 W. Polk St., 3rd Floor, Chicago 5, Ill.

• **SUPERINTENDENT** for letterpress book and job printing plant located in town 25,000 in deep South, doing fine 4-color process work as well as general line of books and job printing. Wages above our competitors. Must have man who can plan and get production. Send references. Write Box M-1290, c/o The Inland Printer, Chicago, Illinois.

• **PLANT SUPERINTENDENT**—To take complete charge of a medium sized shop doing quality letterpress and offset printing. If you are looking for a job, disregard this ad but if you are interested in a future with a business that is growing, let us hear from you. We are located in a capital city of the midwest. Write Box M-1288, The Inland Printer, Chicago, Illinois.

HELP WANTED (continued)

SUPERINTENDENT FOR LARGE CHICAGO PRINTING PLANT

Unusual opportunity for competent man, experienced in managing large commercial and publication plant. Must be thoroughly versed in modern press work methods, in composing room operations, in bindery procedures and in work scheduling. Modern plant. Salary open. Interview only after receipt of complete resume of experience, personal and technical qualifications.

**Robert N. McMurry
& COMPANY**

332 S. Michigan Ave., Chicago 4

• **PRINTING PLANT SCHEDULE CLERK**—Bright young man with steady nerves, plenty of pep, imagination, wanted by largest commercial printer southern Indiana as schedule specialist. Knowledge of letterpress and offset desirable. Give education, age, experience, references, family status. Reply Sam Weil, Treas., Keller-Crescent Co., 28 S.E. Riverside, Evansville, Indiana.

(Continued on next page)

IF



...if you now have or want a job where knowledge of printing can make you more valuable...

YOU WANT THIS BOOK

by R. Randolph Karch

● Here, at last, is a *practical* book about printing for all who are in any way concerned in *planning, buying, selling, using or producing* printing. Whether you have had little or much experience in any phase of printing, this book meets your need for *adequate, easy-to-understand information*—much of it previously not available in the printing field.

Facts relating to each process are clearly stated and illustrated, enabling you to choose the best process for a particular job and know the procedures to be followed. It's a book for profitable study and frequent reference. Get your copy of this great *new* book at your local bookstore, or *send* for it **AT ONCE**. Use the coupon below.

AMERICAN TECHNICAL SOCIETY, Publishers Since 1898
Dept. W349 Drexel Ave. at 58th St., Chicago 37, Ill.

Send RUSH copy of new book, GRAPHIC ARTS PROCEDURES. ☐ I enclose \$3.75 and you pay postage. ☐ Send C.O.D. for \$3.75 plus postage. I may return book after 5 days if not satisfied.

NAME
ADDRESS
CITY ZONE STATE

Yes Indeed!

WHAT'S MORE, IT'S FLAT
THE YEAR ROUND...

PERFECTION FLAT GUMMED PAPER

— AND THERE ARE THESE ADDED ADVANTAGES —

PERFECTION prints perfectly by either offset or letterpress
PERFECTION'S 65 different stock items meet almost any specifications
PERFECTION comes in 10 Whites—18 colors
PERFECTION has Dextrine, Strong & special gumming
PERFECTION can be printed on the gummed side, too



The PERFECTION Flat Gummed Paper Sample Kit helps you to recommend the RIGHT Gummed Paper for the job, and is available to distributors

Ask your Fine Paper Merchant for a sample book or write direct to:—

PAPER MANUFACTURERS COMPANY
PHILADELPHIA 23 • PENNSYLVANIA

Classified Buyers' Guide (continued)

HELP WANTED (continued)

Cylinder Pressroom Superintendent

Experienced in managing large commercial plant and must be thoroughly versed in modern press work, black and color. Modern Chicago plant. Salary open. Interview arranged only after receipt of complete resume of experience, personal and technical qualifications.

Robert N. McMurry & COMPANY
332 S. Michigan Ave., Chicago 4

● **PRESS FOREMAN**—To supervise production from 6 one color Cylinders, 1 two color Miehle Cylinder and 6 Vertical presses. A knowledge of gravure presses helpful, but not necessary. Write to J. K. Foley, The American Thread Co., Willimantic, Conn.

● **BINDERY WORKING FOREMAN** for book and job printing plant located in town of 25,000 in deep South, doing annual work, law books, editions, job work and some snap-out forms. Must be all around book binder, forwarder and finisher. Knowledge of all small bindery equipment such as stitchers, perforators, etc. Able to get production. Good pay and permanent job for right man. Send references. Write Box M-1291, c/o The Inland Printer, Chicago, Illinois.

● **PRINTING SALESMAN**. Must be experienced. Excellent opportunity for high grade man to form permanent connection with fast growing plant in downstate Illinois. We do not have a salesman at present. Write Box N-1271, c/o The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

● **OPPORTUNITY** for steady position. Want middle-aged compositor, experienced, capable of supervising commercial open shop. Illinois town of 50,000. Write giving qualifications and references to Box M-1294, The Inland Printer, Chicago, Illinois.

MOTOR CONTROL AND EQUIPMENT

● **CLINE ELECTRIC MFG. CO.**, Cline-West-inghouse Motor and control equipment for printing machinery. 211 West Wacker Dr., Chicago, Ill.

PRESSES FOR SALE

KELLY AUTOMATICS VERY LATEST

ATF C-Kelly, 17½x22½—exceptionally good buy
Kelly No. 2, 22x34—low priced.
Kelly B, 17x22—below market

TOMPKINS Phone—Wire Write
Printing Equipment Co.
1040 W. Grand Blvd., Detroit 8, Mich., TA 5-8003

PRINTING PLATES



RUBBER and PLASTIC

Printing Plate Materials and Cutting Tools. **WRITE** for SAMPLES and name of your nearest TI-PI Dealer and Rubber Engraver.
TI-Pi Co., 1000 Broadway, Kansas City 6, Mo.

REPRESENTATION WANTED

- **SALESBOOKS**—Business Forms, Envelopes, Tags. Sold through Dealers Only. Write for Illustrated price lists. ERSO, 1930 Patterson Ave., Bronx 61, New York.

SITUATIONS WANTED

- **OPERATOR** Dexter Cross feeders. Competent hand feeder. Dependable. Non-Union. Box M-1295, The Inland Printer.

STATIONERY

- **WEDDING INVITATIONS** and other engraved stationery of fine quality. Siegrist Engraving Co., 924 Oak St., Kansas City 13, Mo.

STEREOTYPE CASTING BOX WANTED

- **STEREOTYPE** curved casting box and shaver for finishing plates 13.37" in diameter, 1/4" thick; plate size before beveling approximately 10" x 14", finishing one page per plate. Production Manager, The Billboard Publishing Co., 2160 Patterson St., Cincinnati 22, Ohio.

STITCHING WIRE

- **SPECIFY PRENTISS** Stitching Wire. Over ninety-two years of wire drawing experience. Supplied in coils or on spools. Sold by leading dealers everywhere.

STOCK CUTS

PINCHED FOR IDEAS?



STOCK PHOTOS and CUTS from COBB SHINN

illustrated ideas at your fingertips

Request Catalog 76 from Cobb Shinn today. This sixty-four page, size 9x12, plastic bound book, contains art in a variety of ideas easy to use and economical.

Catalog 76 is FREE. Write Now.

COBB SHINN

721 Union Street, Indianapolis 4, Ind.

TYPEFOUNDERS

ACCURATE GAUGE • ONE-HALF POINT HARD COPPER SPACES

Don't distribute copper spaces, at this low price of \$2.50 a pound you save money by throwing them into the hell box. At present labor costs, you cannot distribute a pound of copper spaces for \$2.50. . . . Use copper spaces at \$2.50 a pound rather than paper. Copper spaces go into a line faster. So your labor costs per line are less. The lines will lock up better, tighter, so you have a higher quality job. The form with copper spaces won't be "spongy" as it is with paper spaces. Your lockup time with copper spaces will be less than with paper spaces. . . . Send for a sample or send us a trial order.

F. H. BARTZ, 18 EAST KIMZIE ST., CHICAGO 11, ILL. • WH 4-4316

- **TYPE FOUNDRY, INC.**, 235 East 45th Street, New York, N. Y. Producers of fine type faces.

- **DURABLE FOUNDRY TYPE**; attractive faces, always dependable. Write for circular. Northwest Type Foundry, Minneapolis 15, Minn.

THERE'S PROFIT INSURANCE IN *Bahnson* AUTOMATIC HUMIDITY CONTROL



ELIMINATES STATIC

IMPROVES REGISTER

KEEPS PAPER "FLAT"

The Bahnson Company offers a complete line of Humidification and Air Conditioning equipment developed in over thirty-three years of experience in Industrial Air Conditioning.

CENTRIFUGAL HUMIDIFIER

A completely self-contained humidifier requiring only water feed and drain connections and electric line for installation. Fan assures positive circulation and even humidity.

CENTRAL STATION

A saturated air system employing Bahnson air washers designed for maximum efficiency with minimum pumping costs to provide year-round control of temperature and humidity.

BAHNSON HUMIDUCT

A unit air-conditioning system combining humidification with ventilation. Heating, cooling, dehumidification and air filtering can be included. Separate equipment room not required for normal installation.

ECONOMIZER ATOMIZER

A self-cleaning atomizer operating from water and air supplied under pressure. Available in various capacities, each having minimum air consumption.

For complete information write for Bulletin 333

S. D. STIMSON
A-3 VIRGINIAN APTS.
GREENVILLE, S. C.
J. L. BROWN
886 DREWRY STREET, N. E.
ATLANTA, GEORGIA
R. M. ANDERSON
314 EAST STREET
CROWN POINT, INDIANA



F. S. FRAMBACH
703 EMBREE CRESCENT
WESTFIELD, NEW JERSEY
R. T. HODGSON
1 CLARINA STREET
WAKEFIELD, MASS.
DEWITT CLARK
553 S. FIGUEROA STREET
LOS ANGELES 13, CAL.

CORVINUS SKYLINE

You'll need this type face of today! Available immediately in sizes 14 to 48 point. Write for specimen sheets and font prices. Cast from hard foundry metal. 60 and 72 pt. in process.

ACME TYPE FOUNDRY
633 Plymouth Court Chicago 5, Illinois

ELCO UNIVERSAL TYPETER

A simple, easy-to-use method of copyfitting for any type, any size, in lines of any measure. Complete with instructions for compiling a list of the type or mats available in any composing room. Five collars a copy postpaid. The Inland Printer Book Department or write Elco Typographic Service, Second & DuBer, S. W., Canton 6, Ohio.

STEWART'S EMBOSsing BOARD

Makes Embossing Easy

Needs no heating or melting—Simply wet it, attach it to tympan and let press run until dry. Sheets 5 3/4 x 9 1/2 inches. \$1.25 a dozen postpaid.

Instructions with each package.

THE INLAND PRINTER

309 W. Jackson Blvd., Chicago 6, Ill.

◆ ◆ ADVERTISERS' INDEX ◆ ◆

Aigner, C. J., Co.	102
American Academy of Art	100
American Evaltype Corp.	98
American Numbering Machine Co.	99
American Paper Goods Co.	90
American Roller Co.	80
American Smelting & Refining Co.	78
American Steel Chase Co.	102
American Technical Society	104
American Type Founders	19, 27, 87
Babcock Printing Press Corp.	76
Bahnsen Co.	105
Baltimore Type & Composition Co.	99
Bartz, F. H.	105
Baum, Russell Ernest	96
Beall, Jack, Vertical Service	100
Beck, Charles, Machine Corp.	95
Bingham's Sam'l., Son Mfg. Co.	16
Bomac Trading Corp.	25, 30
Brown-Bridge Mills, Inc.	96
Central Compounding Co.	101
Challenge Machinery Co.	4
Champion Paper & Fibre Co.	82
Chapman Co., Inc.	22
Chapman Electric Neutralizer Co.	83
Cheshire Mailing Machines, Inc.	98
Consolidated Water Power & Paper Co.	5
Cottrell, C. B., Sons Co.	13
Cromwell Paper Co.	Inside Back Cover
Cushman Motor Works	91
Dayton Rubber Co.	7
Dennison Mfg. Co.	86
Detroit Sulphite Pulp & Paper Co.	24
Dexter Folder Co.	21
Dobackman Co.	23
Doyle, J. E., Co.	98
Eastern Corp.	79
Elco Typographic Service	105
Electric Boat Co.	11
Engdahl Bindery	28
Ennis Tag & Salesbook Co.	102
EquusSketches	100
Falco Corp.	101
Falulah Paper Co.	26
Felters Co.	23
Fitchburg Paper Co.	8
Foster Mfg. Corp.	98
Fox River Paper Co.	99
Gaetjens, Berger & Wirth, Inc.	102
Gilbert Paper Co.	92
Graphic Arts Corp. of Ohio	99
Gummed Products Co.	97
Haberule Publishing Co.	103
Hammermill Paper Co.	20
Hammond Machinery Builders	74
Harris-Seybold Co.	9, 33
Henschel, C. B., Mfg. Co.	100
Herbert Products, Inc.	103
Hess & Barker	94
H & H Products	95
Hill, Frank M., Machine Co.	10
Inta-Roto Machine Co.	91
International Paper Co.	81
Intertype	Outside Back Cover
Johnson, Charles Eneu, & Co.	90
Jones, James H., Co.	101
Kellogg Switchboard & Supply Co.	95
Kimberly-Clark Corp.	31
L. A. Type & Rule Co.	94
Lawson, E. P., Co.	12
Linotype Supply Co.	99
Ludlow Typograph Co.	1
McAdams, John, & Sons, Inc.	96
McMurry, Robert N.	103, 104
Mead Corp.	28, 29
Megill, Edward L., Co.	103
Mergenthaler Linotype Co.	14, 15, Inside Front Cover
Miller Printing Machinery Co.	3
Monomelt Co., Inc.	102
Morgans & Wilcox Mfg. Co.	97
Nekoosa-Edwards Paper Co.	32
Northern Machine Works	102
Northwest Paper Co.	17, 18
Oxford Paper Co.	77
Paper Manufacturers Co.	104
Payne & Craig Corp.	100
Rathbun & Bird Co., Inc.	97
Richards, J. A., Co.	96
Rising Papers	91
Roberts Numbering Machine Co.	94
Rogers, Samuel C., & Co.	98
Rosback, F. P., Co.	98
Rouse, H. B., & Co.	72
St. Regis Sales Corp.	84
Scott, Walter, & Co., Inc.	102
Shinn, Cobb	105
Shulman, Ben	99
Siebold, J. H. & G. B., Inc.	93
Simonds Saw & Steel Co.	85
Smith Paper, Inc.	93
Spero, J., & Co.	103
Taylor Machine Co.	92
Teletypetting Corp.	28
Ti-Pi Co.	104
Tompkins Printing Equipment Co., Chicago	101
Tompkins Printing Equipment Co., Detroit	104
Type & Press of Illinois	100
Universal Jogger Co.	28
Vandercook & Sons, Inc.	27
Western Newspaper Union	6
Weston, Byron, Co.	2
West Virginia Pulp & Paper Co.	88, 89
Wetter Numbering Machine Co.	92



The Inland Printer

Leading Business and Technical Journal in the Printing and Allied Industries

VOLUME 122 • MARCH, 1949 • NUMBER 6

Leading Articles for You This Month

	PAGE
Time to Start Selling Again!	35
Look at Cost Estimating from the Customer's Angle By P. R. Russell	37
Solotone, Colotone Sheets Clever Aids in Preparation of Photoengraving Copy	By Randal Savery 38
Following This Check List of Systematic Maintenance Pays Generous Dividends	By Ernest W. Fair 42
How One Printing Company Operates a System of Awards for Suggestions	62
Recovering Solvents Used in Rotogravure Printing Inks By Randal Savery	64
Return on Your Investment, Not Net Profit on Sales, Is Yardstick of Progress	By A. C. Kiechlin 68
Getting a Genuine Profit from Your Printing Business Over and Above Personal Compensation?	By Harold J. Ashe 39

—all that plus these regular features

Month's News	70	Pressroom	47
Offset	57	Proofroom	54
Specimen Review	43		

Member Associated Business Papers



Member Audit Bureau of Circulations

J. L. Frazier, Editor and Manager Glenn J. Church, Associate Editor
H. D. Bump, Assistant Editor Randal Savery, Eastern Editor

H. Goodenow, Circulation Manager

Joseph J. O'Neill, Advertising Manager, 309 West Jackson, Chicago 6, HARRISON 7-7890

William H. Thorn, Eastern Advertising Representative

522 Fifth Avenue, New York City 18, MUrray Hill 2-7888

Don Harway & Company, Western Advertising Representative

1709 West 8th Street, Los Angeles 14, FAirfax 8576

57 Post Street, San Francisco 4, YUkon 6-1069

THE INLAND PRINTER, MARCH, 1949, Volume 122, Number 6. Published monthly by the Maclean-Hunter Publishing Corporation, 309 West Jackson Boulevard, Chicago 6, Illinois. Horace T. Hunter, President; Ernest R. Gauley, Vice-President; J. L. Frazier, Secretary. (Eastern Office: 522 Fifth Avenue, New York City.) Subscription rates for United States: one year, \$4; two years, \$7; three years, \$10; single copy, 40 cents. Canadian: \$4.50 a year, single copy, 45 cents. Pan-American: one year, \$6; two years, \$10; three years, \$15. Foreign: one year, \$10; three years, \$20. Make checks or money orders (for foreign) payable to Maclean-Hunter Publishing Corporation. Foreign postage stamps not acceptable. Entered as Second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. All manuscripts should be accompanied by adequate postage for their return. THE INLAND PRINTER assumes no responsibility for unsolicited contributions except to accord them courteous attention and ordinary care.

AN OPEN LETTER TO PRINTERS

TELEPHONES LAFAYETTE 3-0036 TO 0342

CABLE ADDRESS "CROMPACO"



Gentlemen:

Let's face it—the gravy train's at the end of the line. The days of "more business than printers can handle" are over.

Today's increasing competition indicates that business will go to those shops that can deliver top quality work quickly and economically.

But quality, speed and economy depend largely on equipment. And anything less than the best is just not good enough to deliver the kind of work that will have to be delivered.

That's why we earnestly recommend Cromwell Special Prepared Tympan to you. We sincerely believe there is no finer Tympan available anywhere. We believe that Cromwell Tympan will help you to deliver the quality work that means repeat business for you.

For 30 years Cromwell Special Prepared Tympan has been known for its calipered uniformity, its high tensile strength and its absolute resistance to oil, moisture and atmospheric changes.

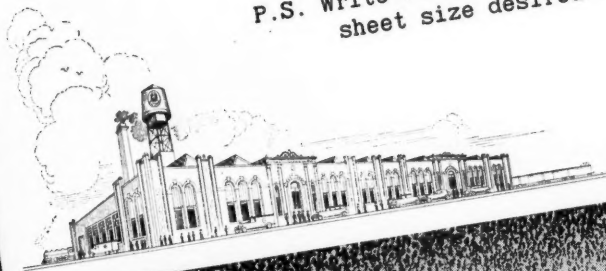
Today—as it has been for 30 years—Cromwell Tympan is UNCONDITIONALLY GUARANTEED.

So next time you order Tympan from your distributor—
"Don't Say 'Tympan'... Say 'Cromwell'!"

Cordially yours,

CROMWELL PAPER CO.

P.S. Write for FREE working sample giving exact sheet size desired and make of press.



How Do You Rate On This Intertype Quiz?



Answers:

1. The Visilite Magazine—exclusive with Intertype—is lighter. A full-length one weighs only 22 lbs. as compared with 57 lbs. for brass and 33 lbs. for aluminum. You can see right through the Plexiglas top plate on the Visilite, so you can count the matrices... watch them slide freely.
2. Did you say six faces in one line? You were right. And you can assemble them easily from two adjacent main and two adjacent side magazines... just with a flip of the finger... without waiting for matrices to distribute.
3. The Intertype Autospacer has four automatic functions. It justifies, quads left, centers or quads right. All the opera-

tor does is set a knob. With the Justified Indentation Feature, matter may be indented at either or both sides—equally or unequally—at straight matter speed.

4. That's false. On an Intertype Six-Mold Disk, the correct ejector blade is brought into play automatically, each time a mold is selected.

Did you answer all these questions correctly? If you did then you know four important ways that the Intertype Machine makes typesetting easier, more efficient and more profitable than ever before. Look to Progressive Intertype.

(1)

The Visilite Magazine is lighter than other types of magazines.

TRUE___ FALSE___

(2)

How many faces can you mix in one line without changing magazine positions on an Intertype Mixer Model?

2___ 4___ 6___ 8___

(3)

How many automatic functions has an Intertype Autospacer?

1___ 2___ 3___ 4___

(4)

The ejector blade has to be set each time a different mold is selected on an Intertype Six-Mold Disk.

TRUE___ FALSE___

INTERTYPE

BROOKLYN 2, NEW YORK

ture,
ly or

rrrect
time

a did
Ma-
more
type.